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1. 1-1 38
2. 1-2 40
3. 1-3 43
4. 1-4 45
5. 1-5	

1.	2-1,	123
2.	2-2,	126
3.	2-3,	130
4.	2-4,	132
5.	2-5,	135
6.	2-6,	138
7.	2-7,	141
8.	2-8,	144
9.	2-9,	147
10.	2-10,	150
11.	2-11,	153
12.	2-12,	155
13.	2-13,	158
14.	2-14,	161
15.	2-15,	164
16.	2-16,	167
17.	2-17,	170
18.	2-18,	173
19.	2-19,	176
20.	2-20,	179

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1.	3-1	182
2.	3-2	187
3.	3-3	193
4.	3-4	().....	198
5.	3-5	204
6.	3-6	209
7.	3-7	215
8.	3-8	221
9.	3-9	226
10.	3-10	231

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1.	4-1,	237
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2.	4-2		241
3.	4-3		243
4.	4-4		246
5.	4-5	" . "		
.....				249
6.	4-6		252
7.	4-7		254
8.	4-8		257
9.	4-9		260
10.	4-10		262
11.	4-11	SKG		265
12.	4-12		267
13.	4-13		272
14.	4-14,	" "		275
15.	4-15,		277
16.	4-16		280
17.	4-17		283
18.	4-18	" "	286
19.	4-19		289
20.	4-20	NOCOL " "		
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1.	5-1	Reno10		
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2.	5-2	Geneo Personal		
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3.	5-3			
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4.	5-4			
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5.	5-5			
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6.	5-6	I H		
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7.	5-7	312	
8.	5-8	315	
9.	5-9	K	318
10.	5-10	321	
11.	5-11	9	324
12.	5-12	327	
13.	5-13	330	
14.	5-14	332	
15.	5-15	335	
16.	5-16	339	
17.	5-17	341	
18.	5-18	344	
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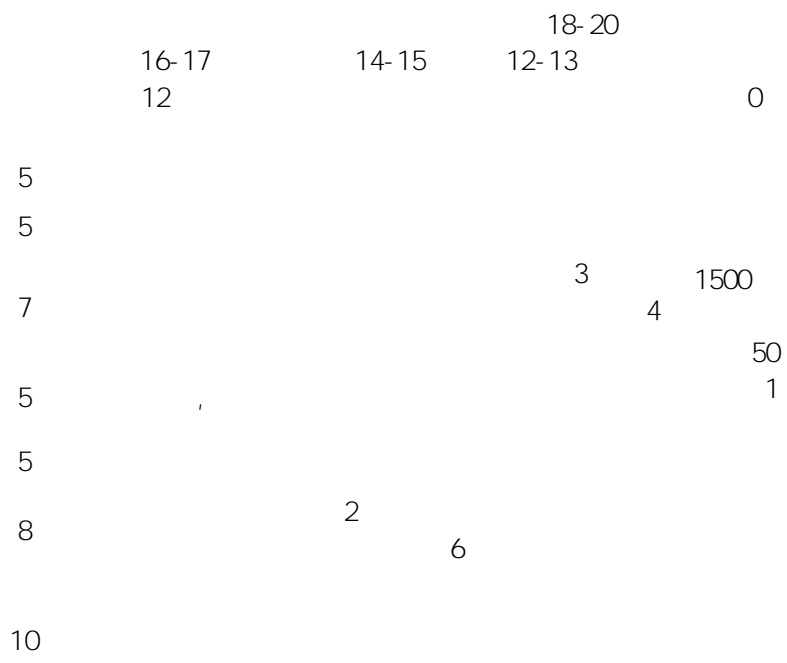
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8000 9000	10.87	72.83
9000 10000	18.48	91.31
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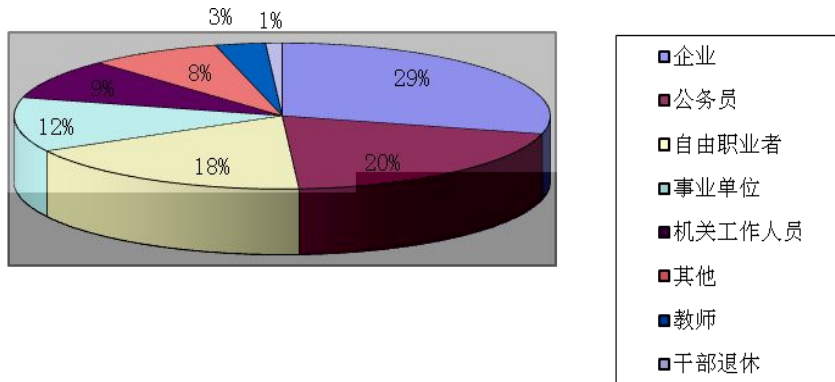
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	%	%
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	34.78	71.74
	8.70	80.44
	17.39	97.83
	2.17	100.00

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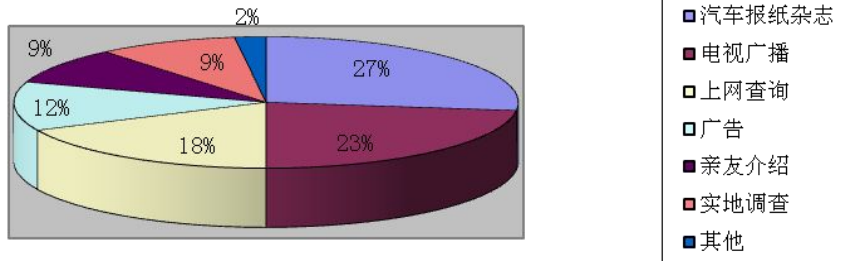
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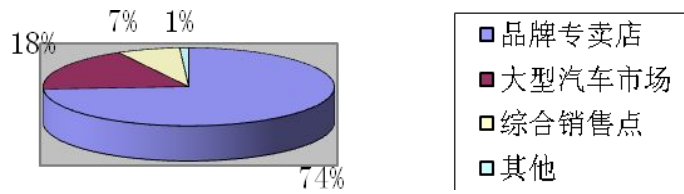
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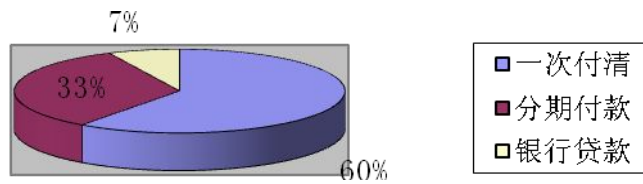
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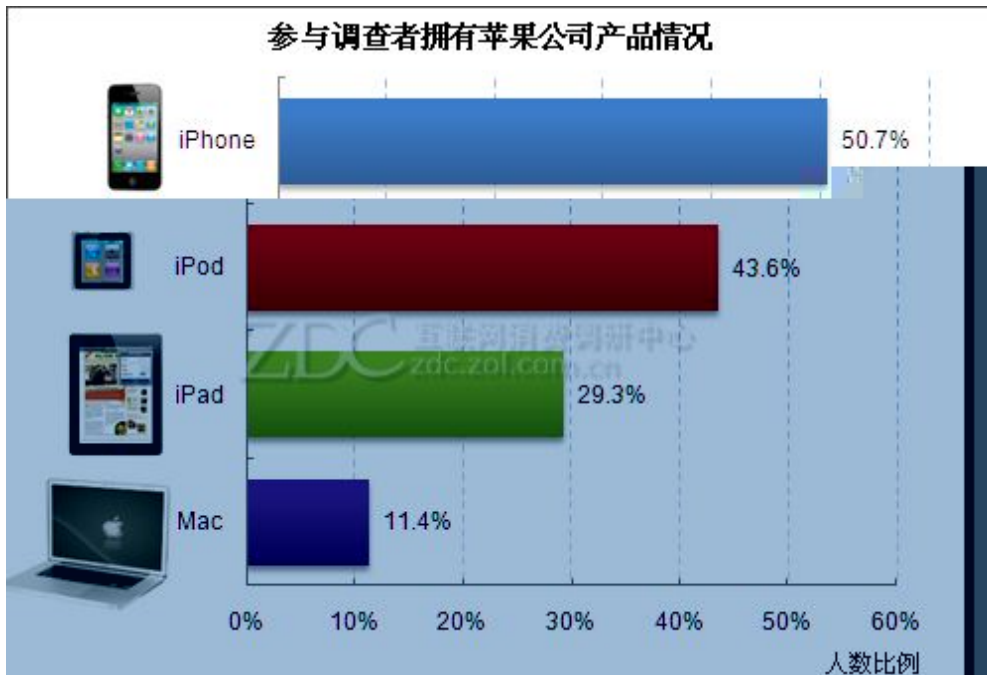
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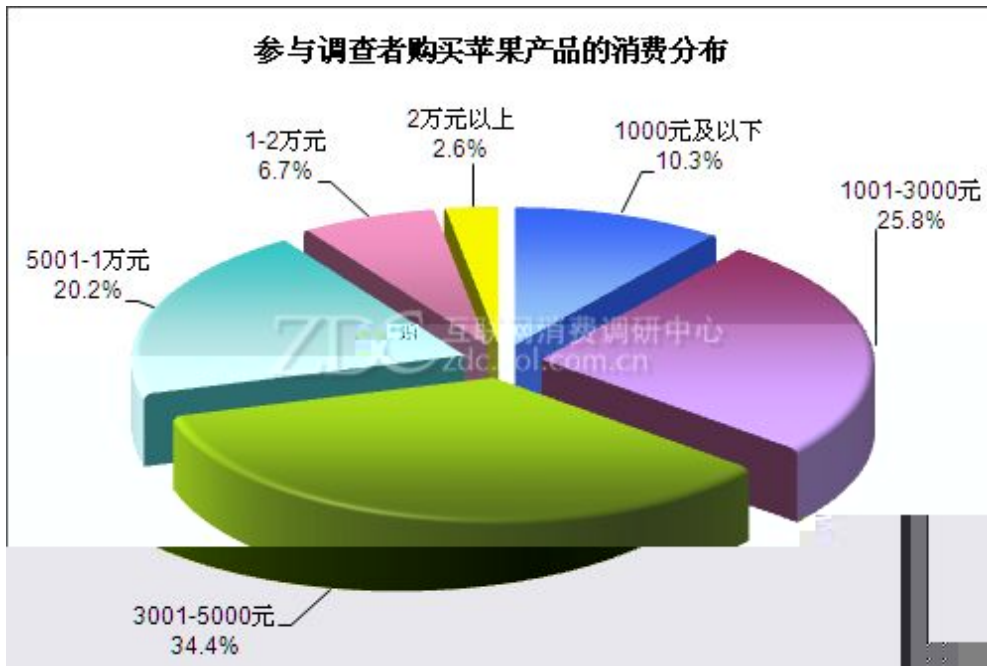
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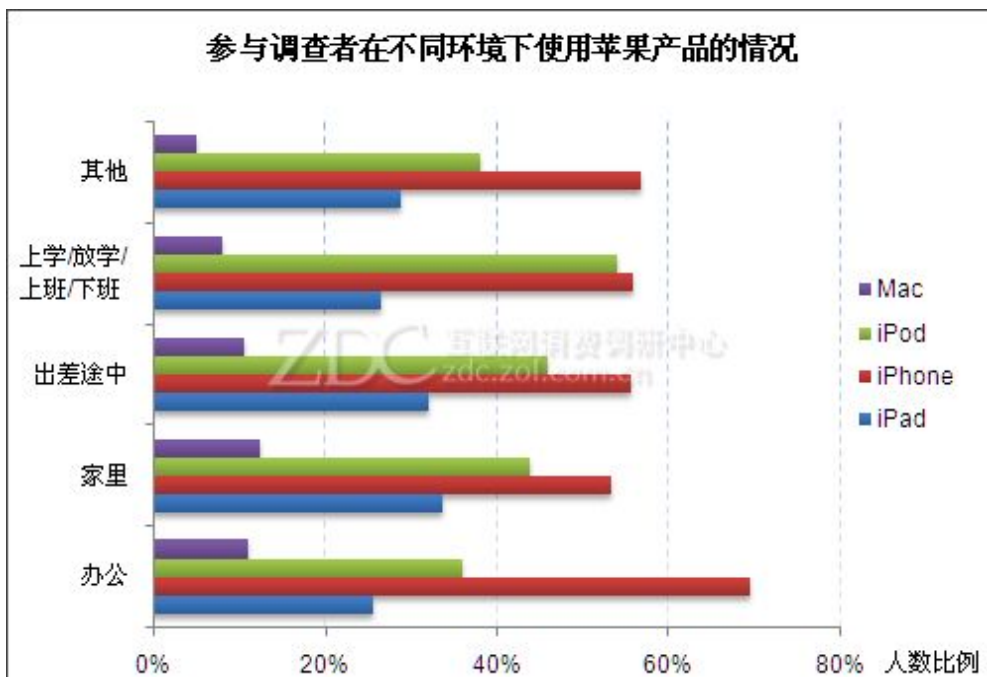
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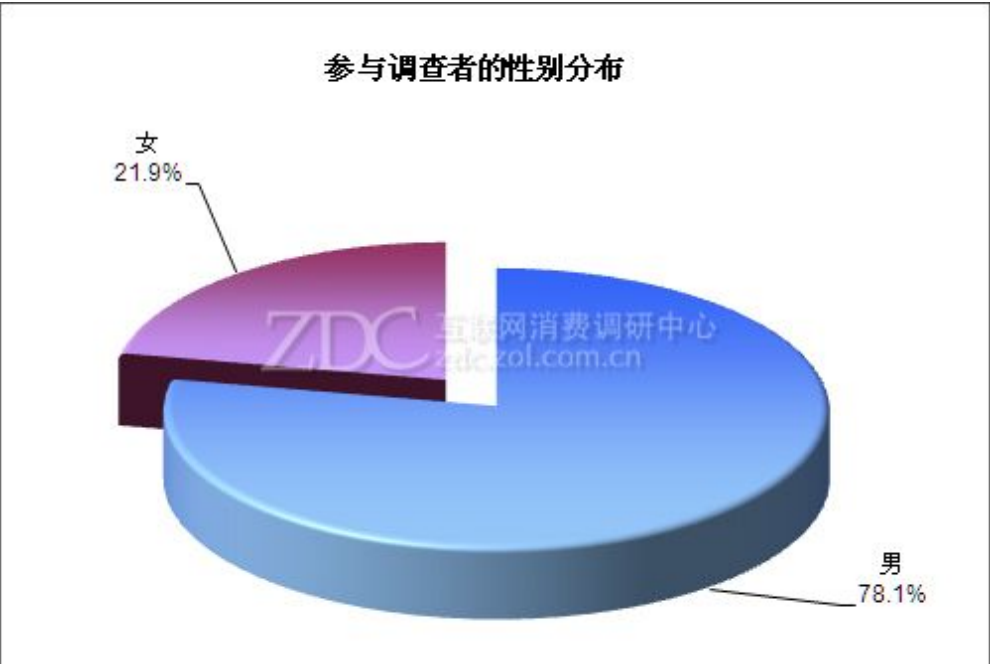




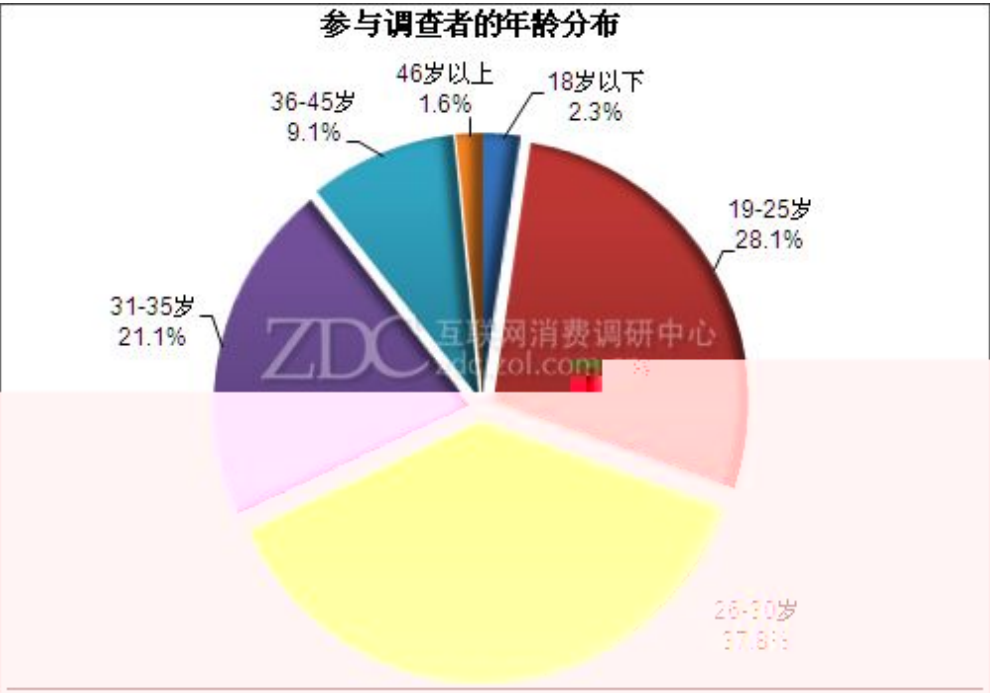
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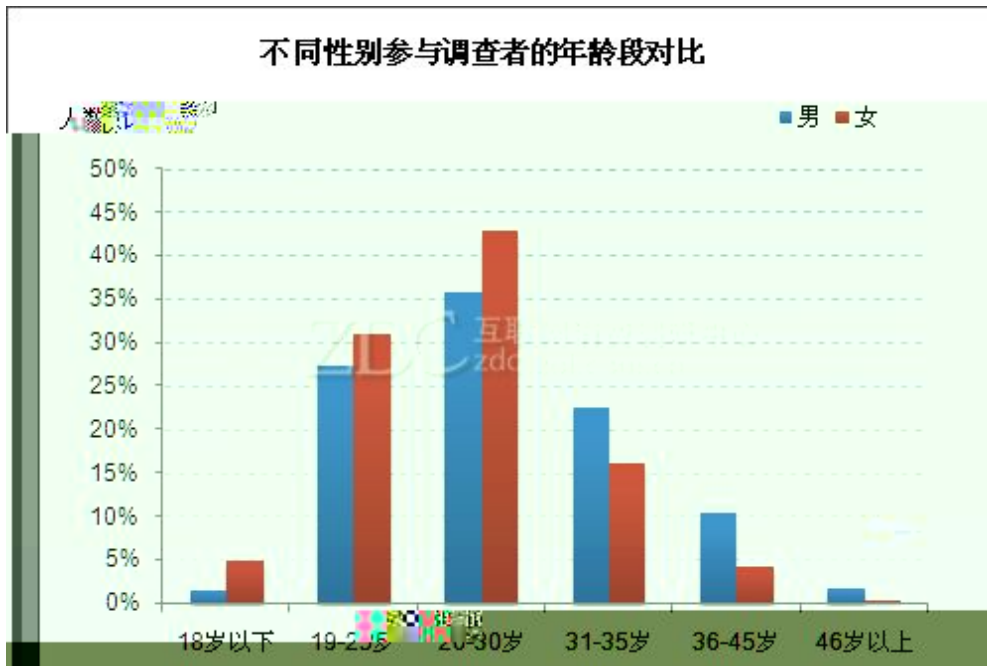
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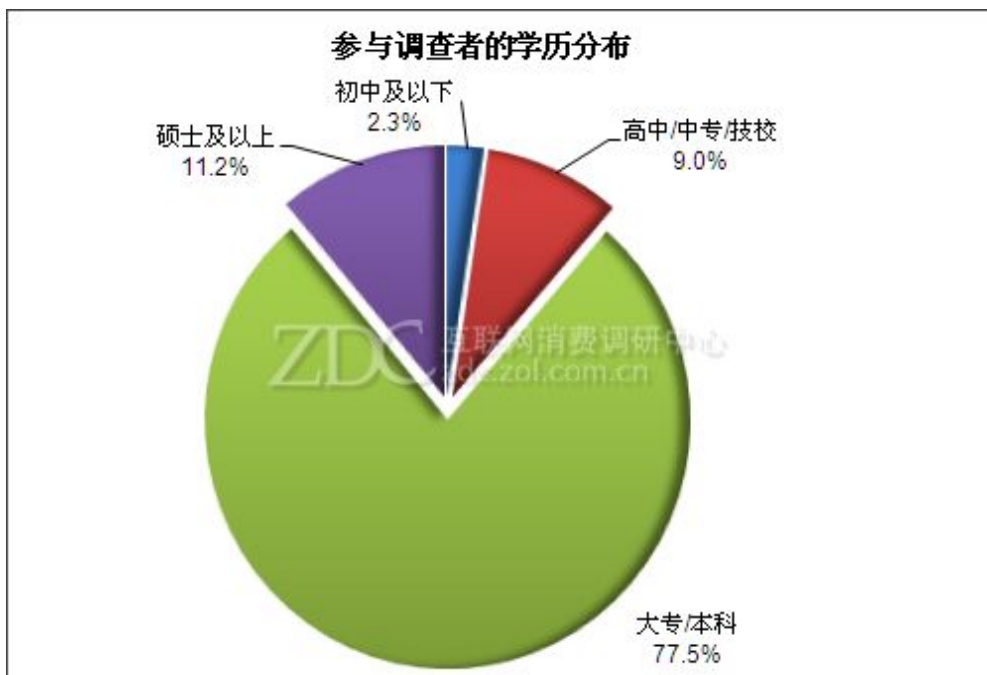
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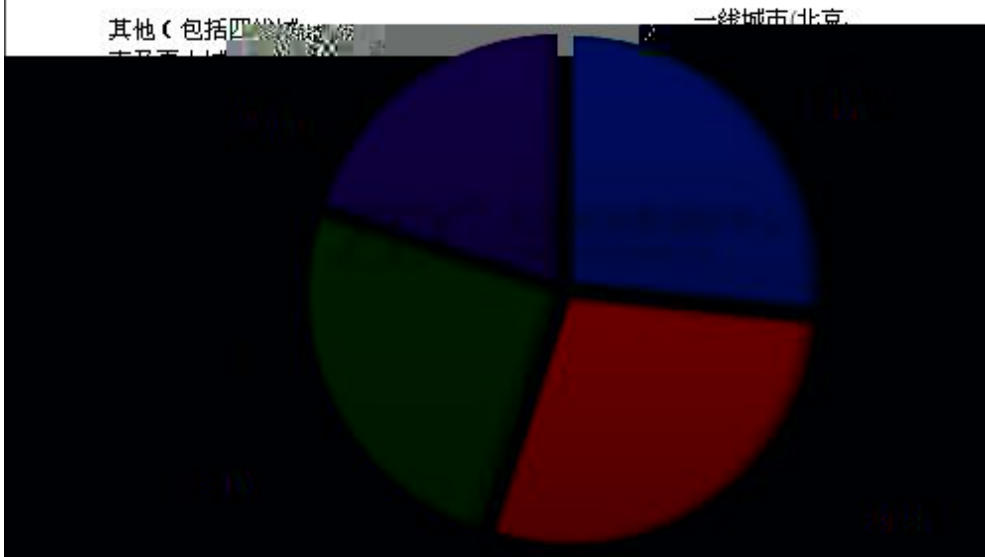


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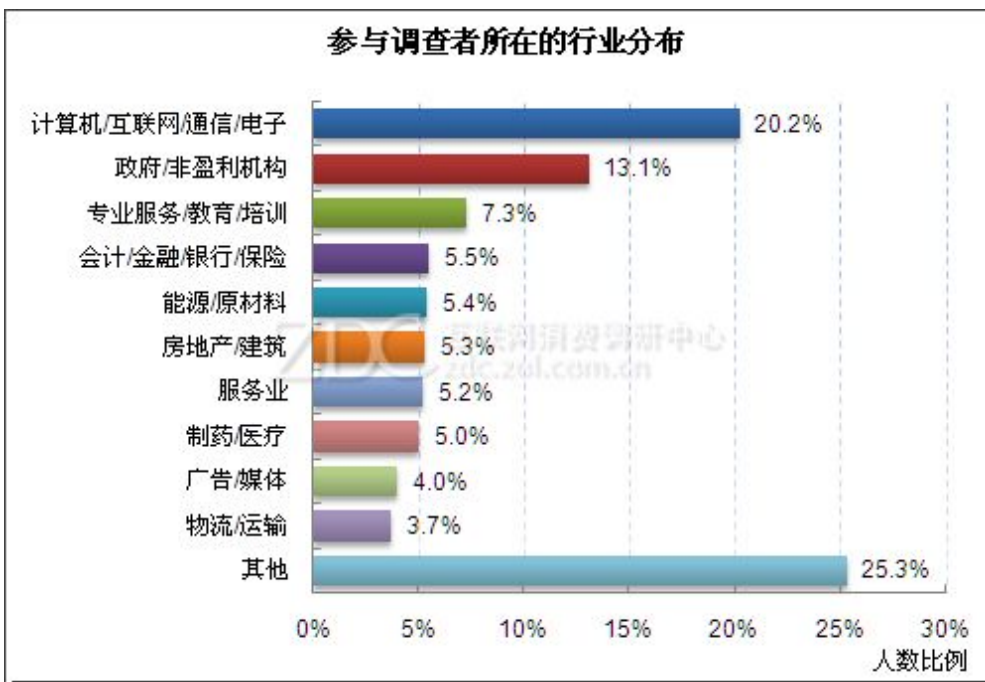
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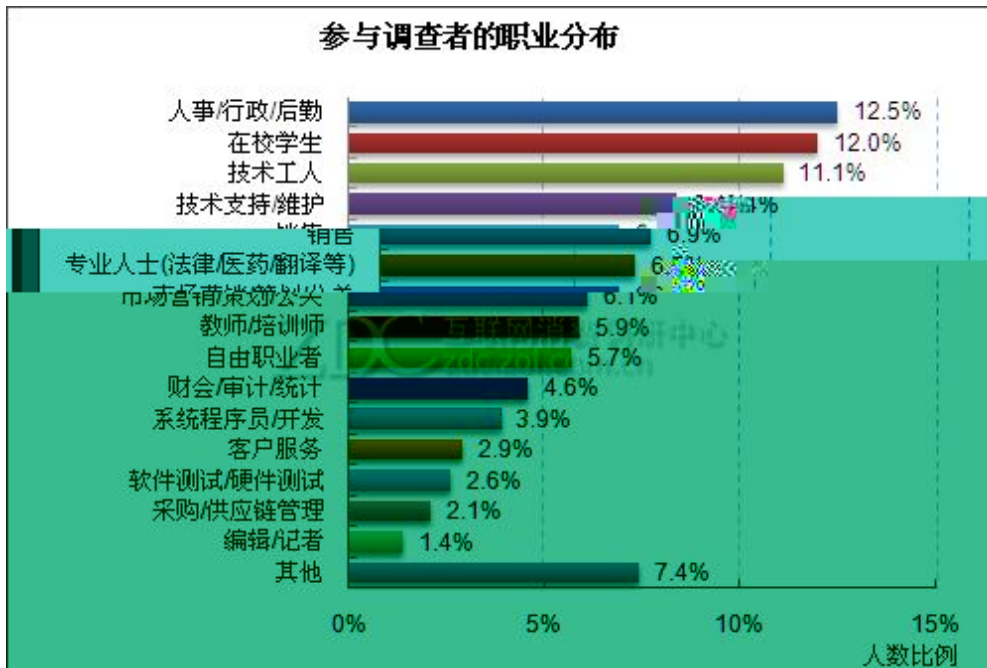


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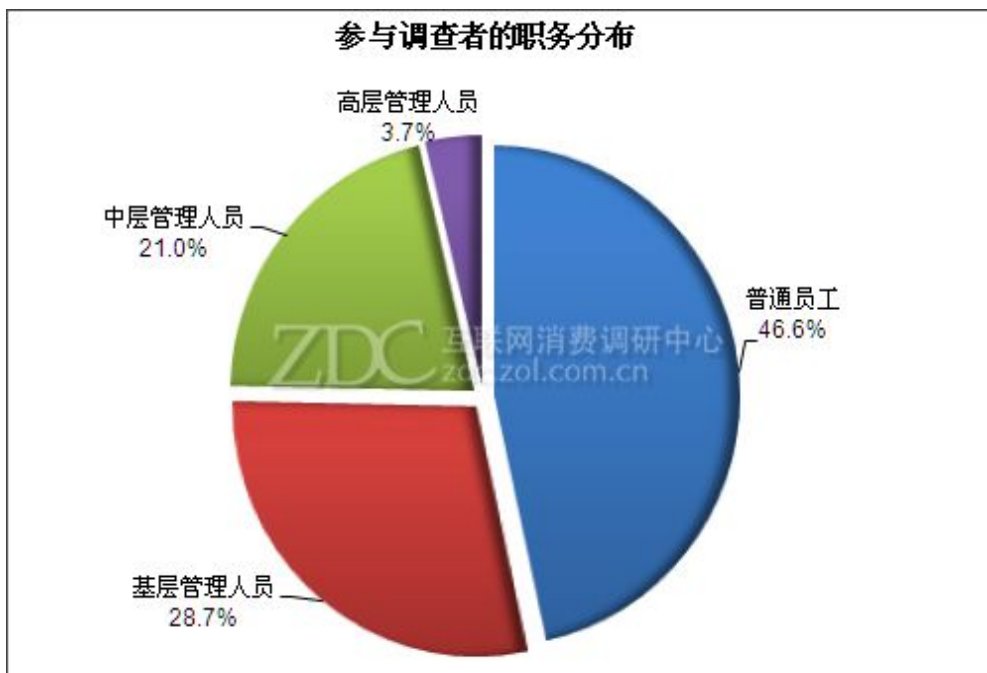
参与调查者所在的行业分布



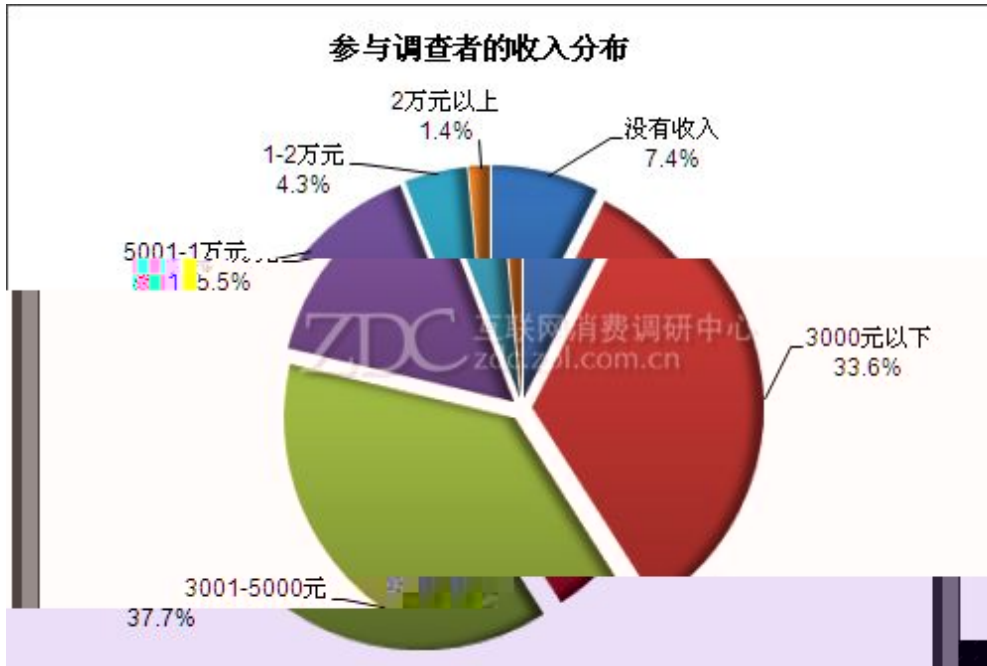
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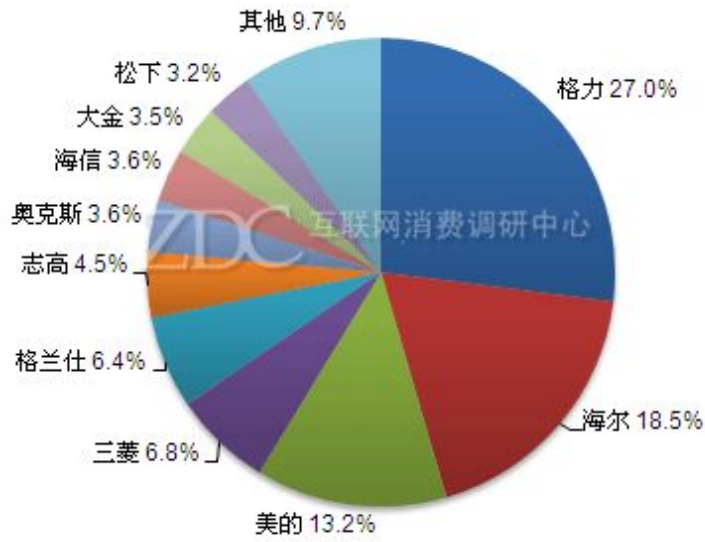
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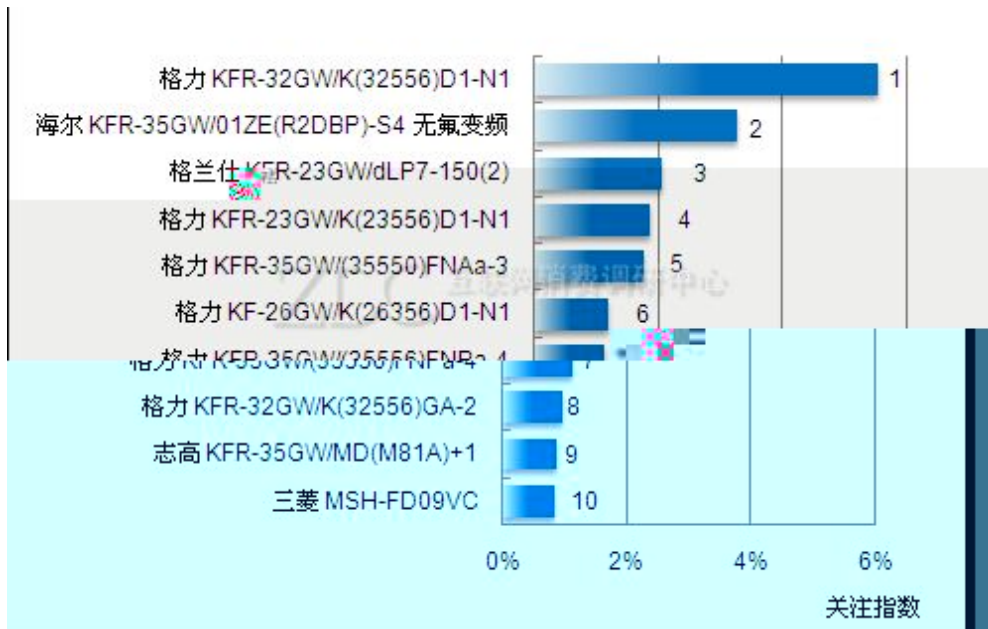
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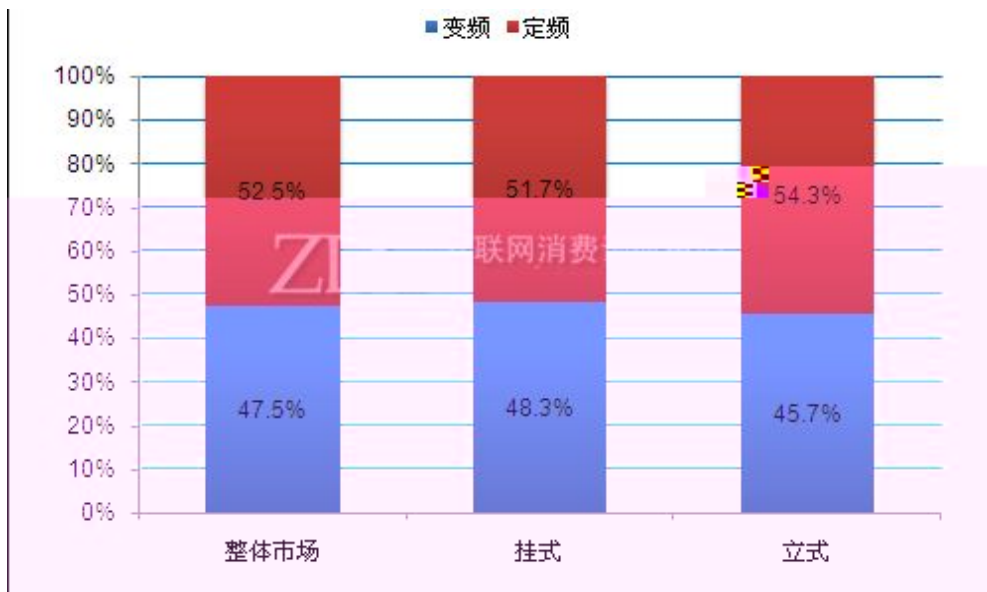
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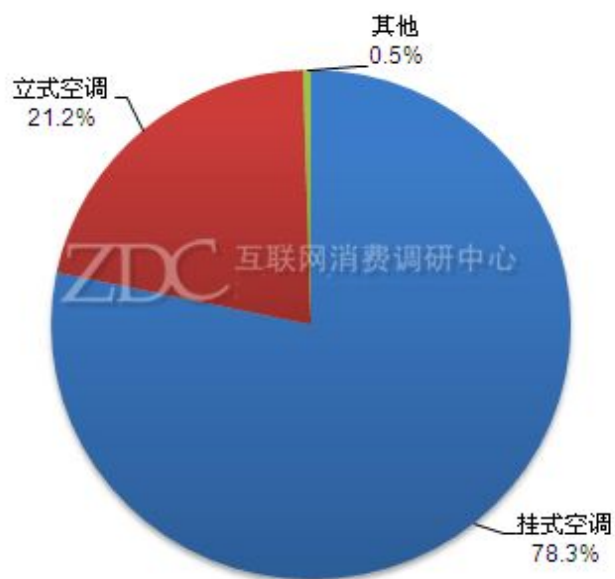
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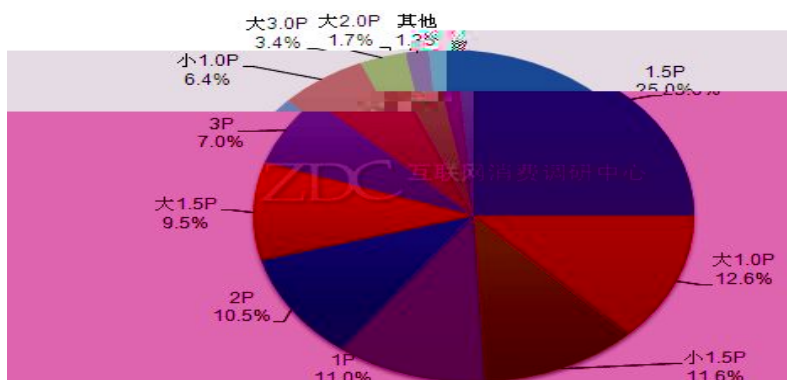
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4	K -23 WK(23556) 1-N1	1, 999		1	1
5	K -35 W(35550) N -3	2, 999		1. 5	3
6	K -26 WK(26356) 1-N1	1, 750		1. 0	1
7	K -35 W(35556) N -4	2, 899		1. 5	4
8	K -32 WK(32556) -2	2, 350		1. 5	2
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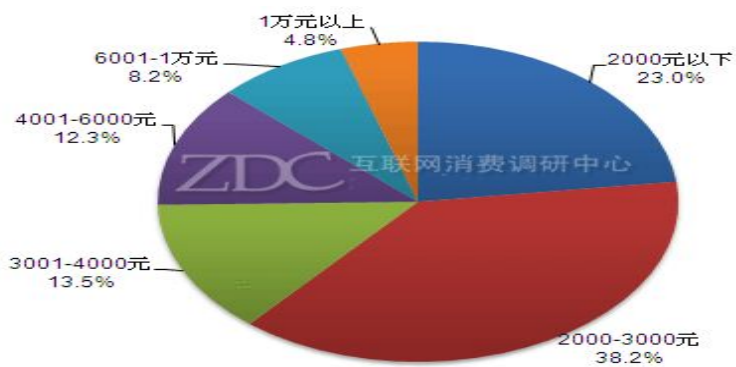
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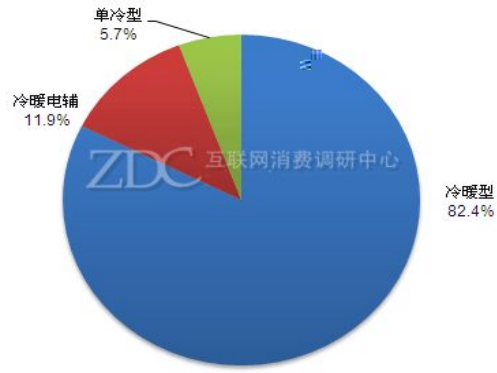
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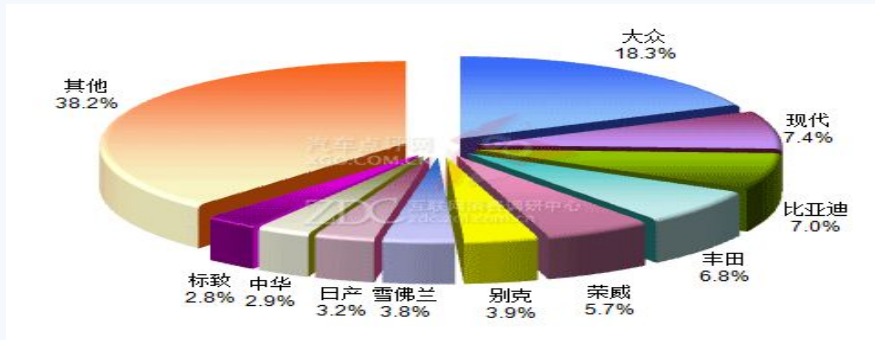
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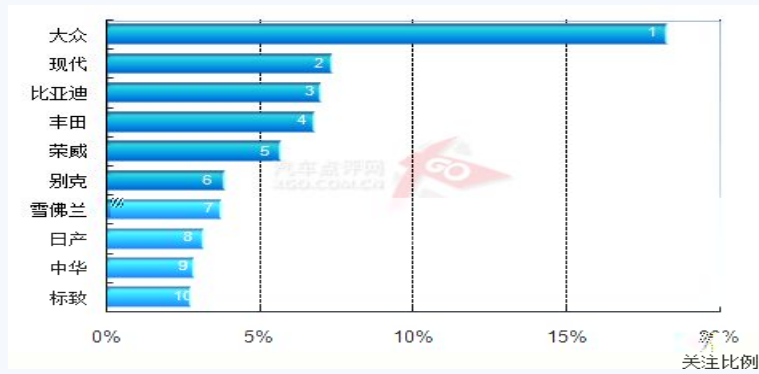
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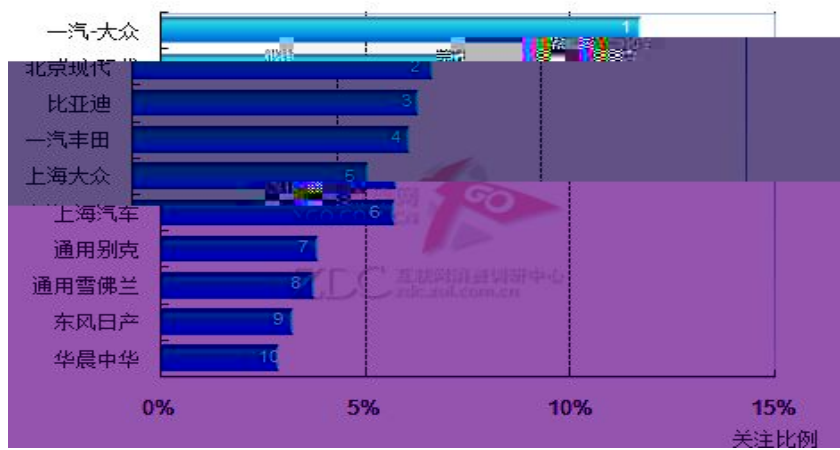
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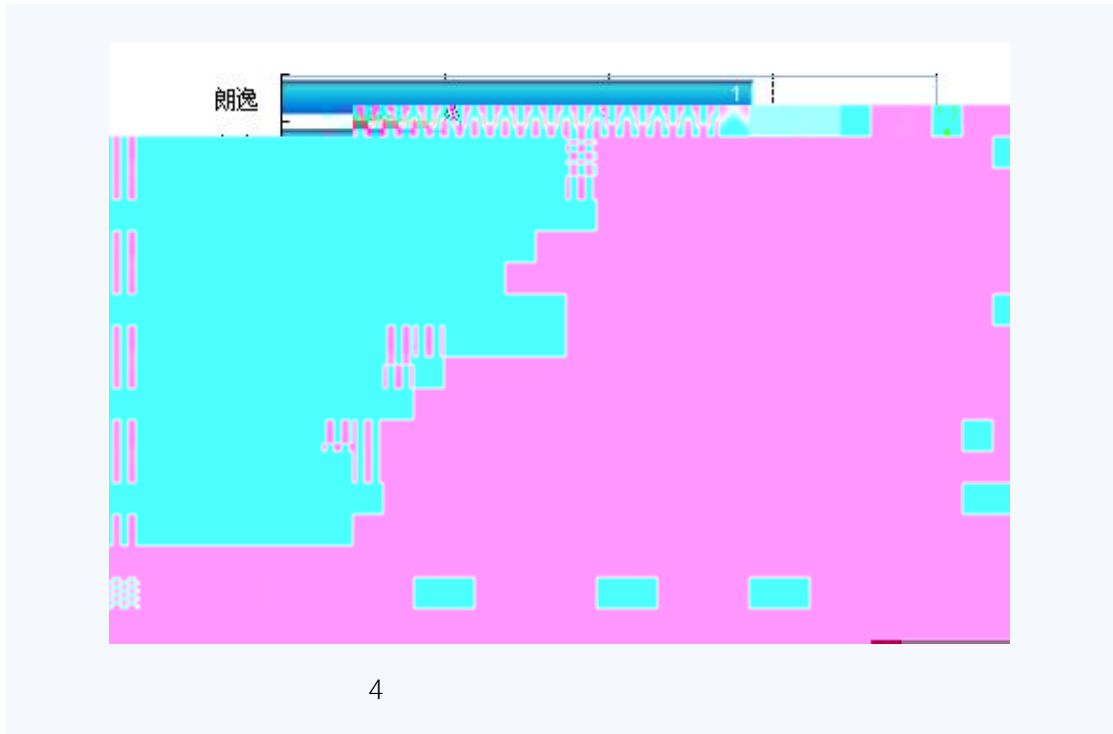
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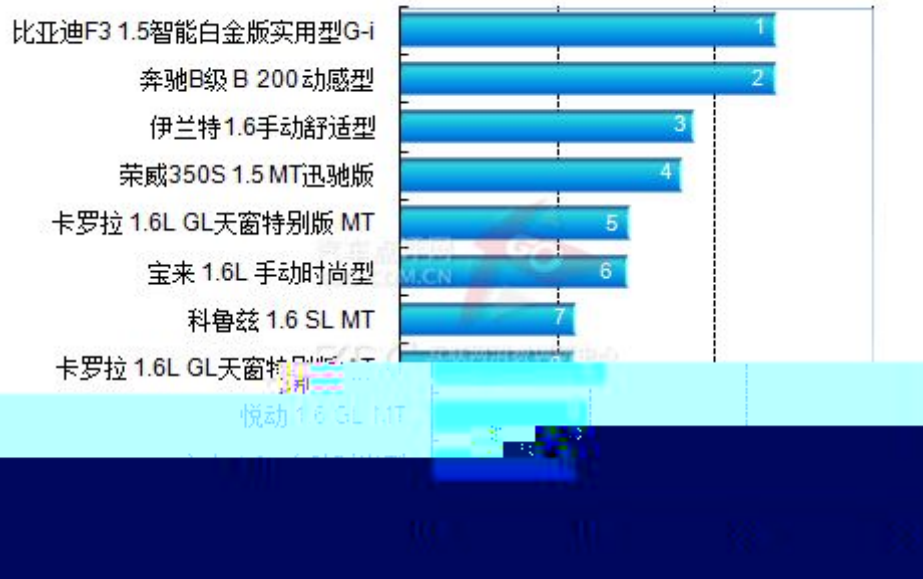
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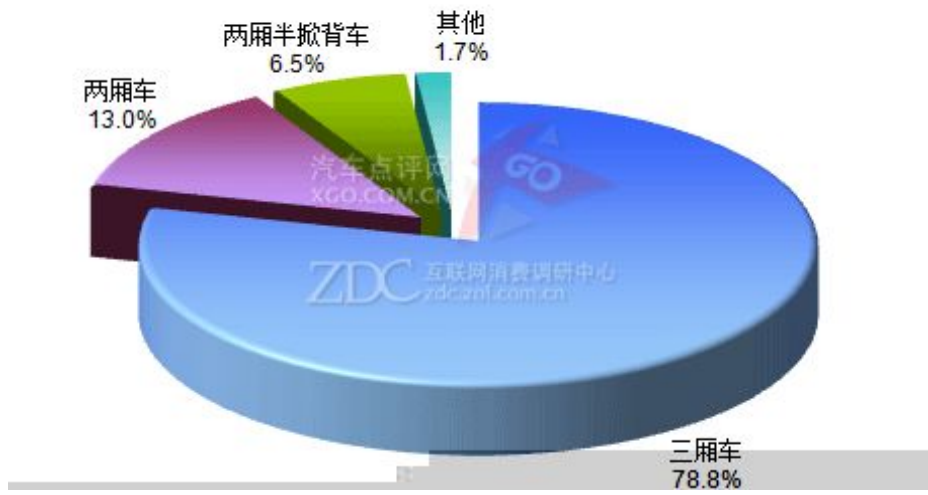
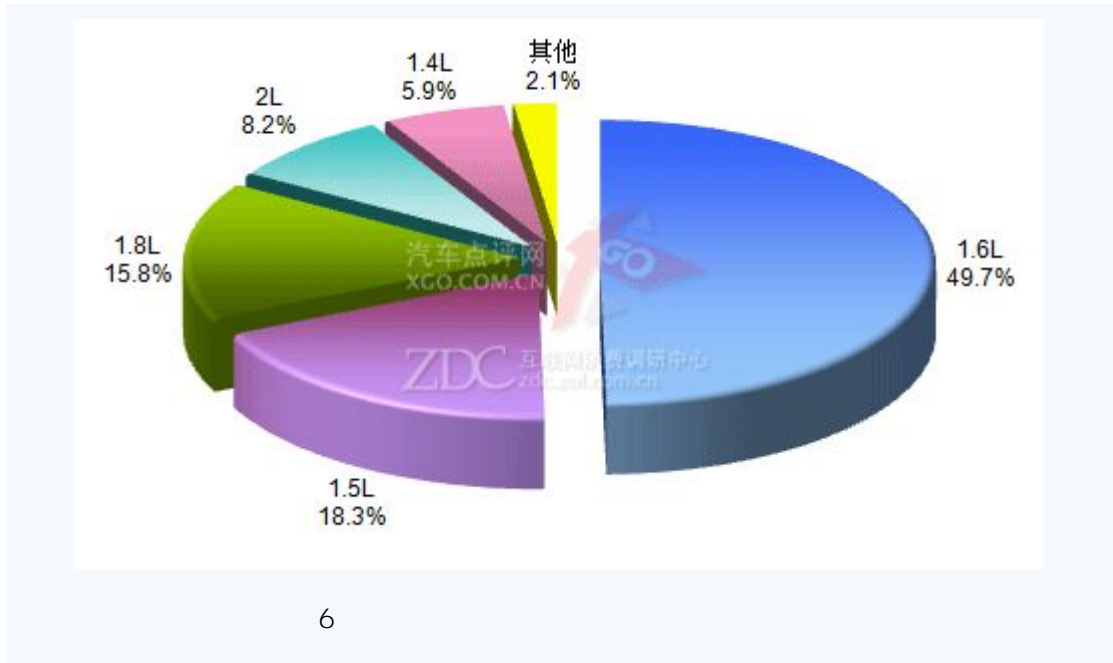
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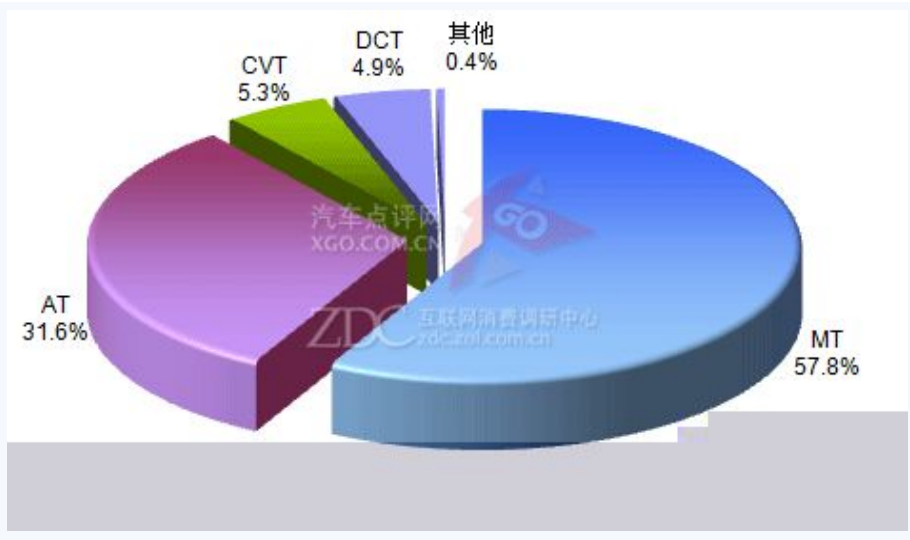


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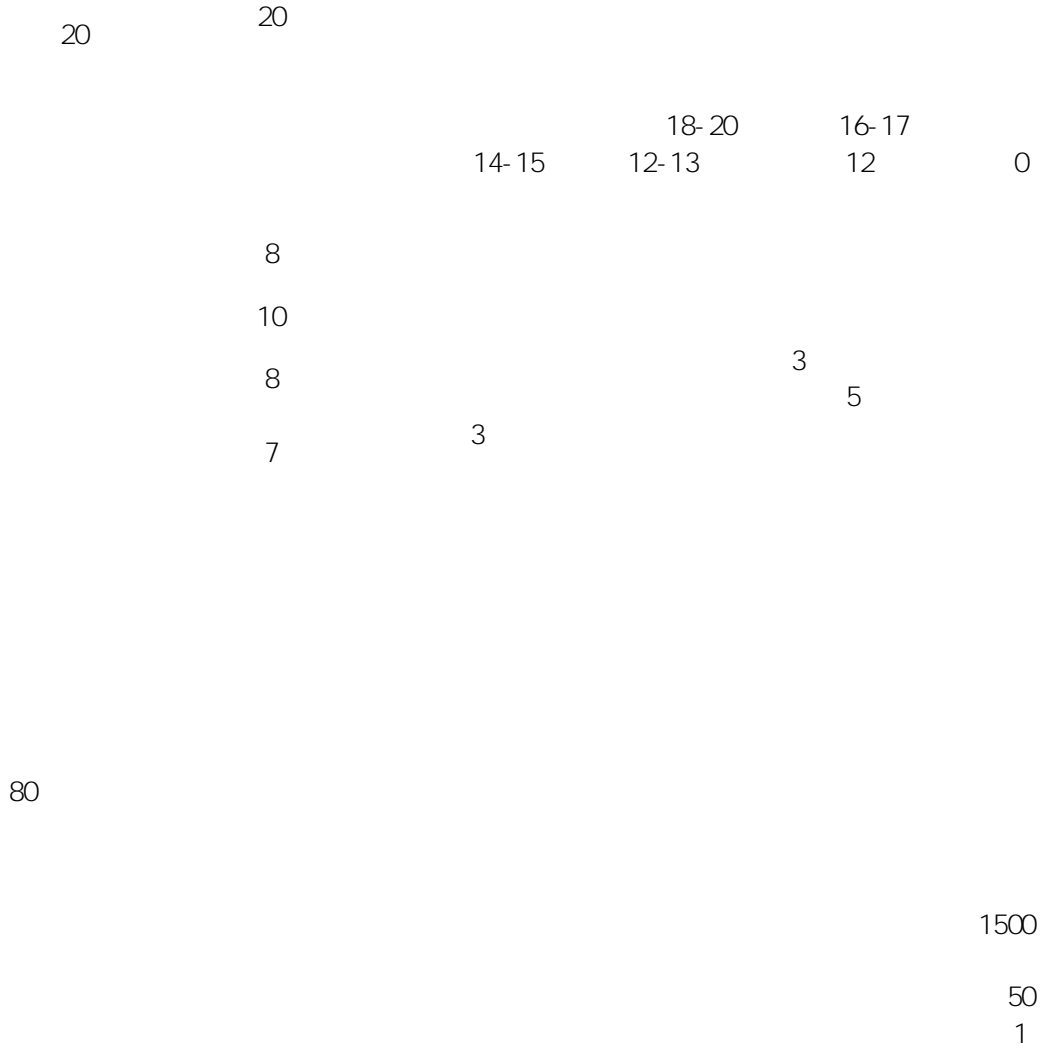
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	2	

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180

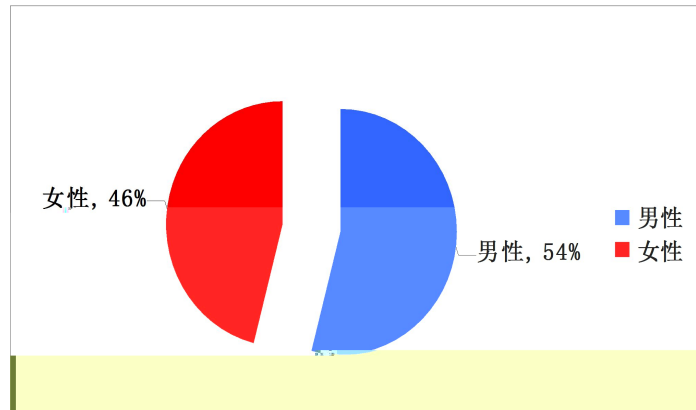
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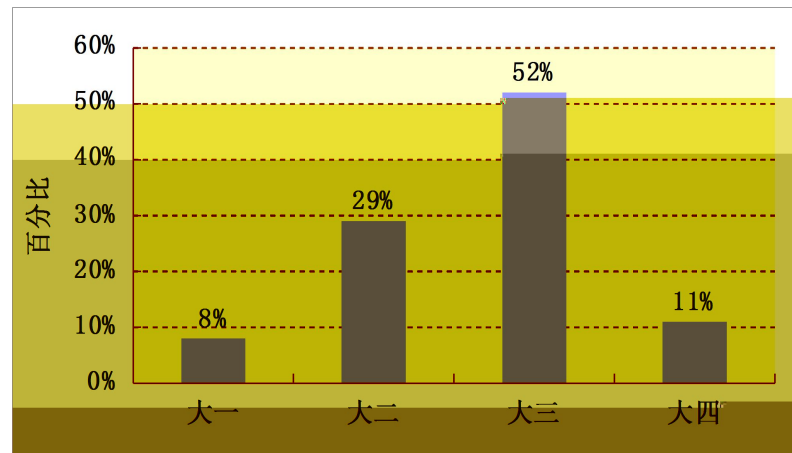


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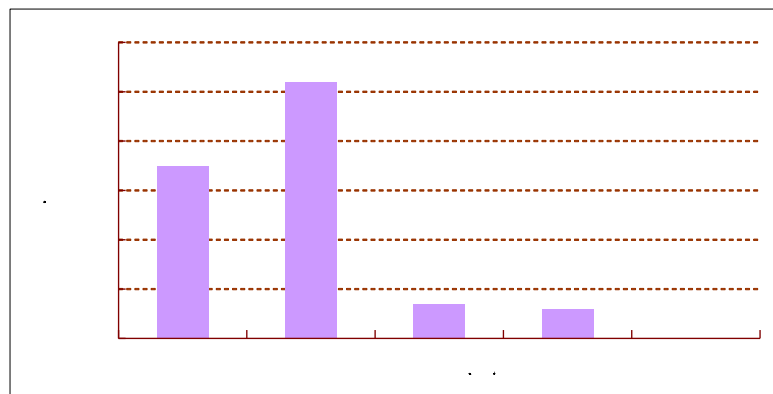
1000



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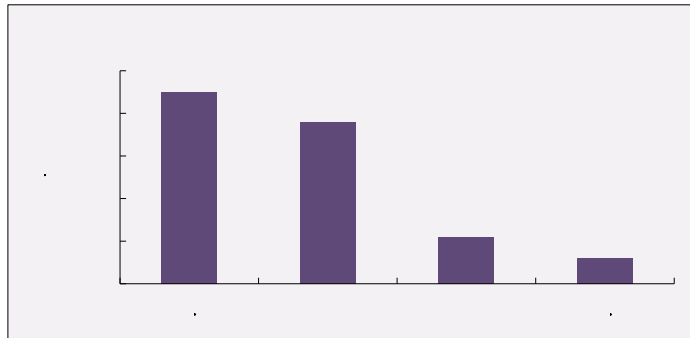


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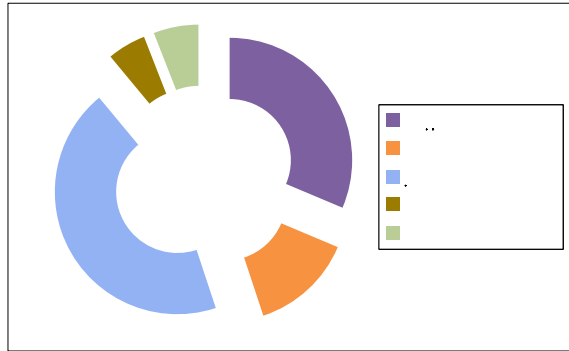
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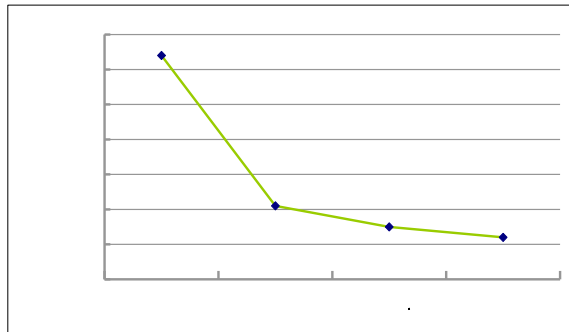


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20	20		14-15	18-20 12-13	16-17 12		0	
80		8					1500 50 1	
		10						
		8			3	5		
		7		3	4			
		12	2	2	2	4		
		20		4	4	2		6
				2	4			
		10				5		
		5		3	2			

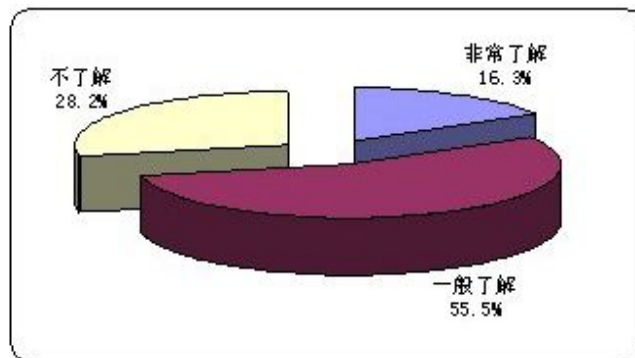
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			100		

16. 1-16
1

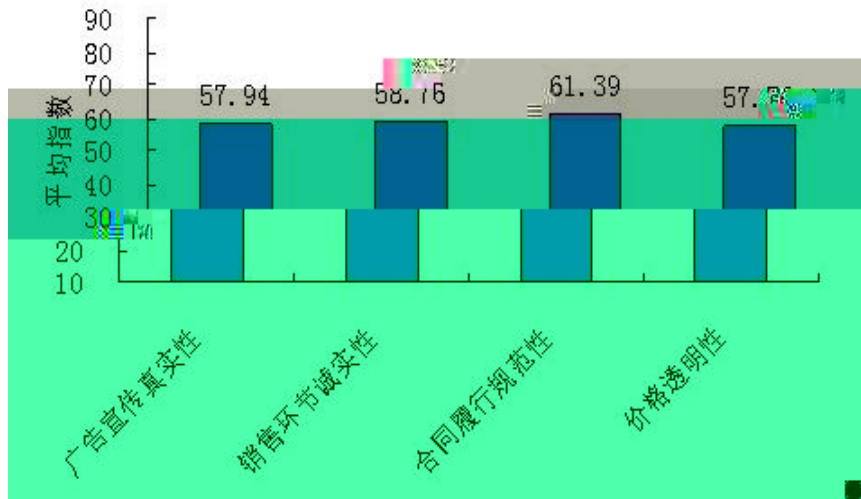
12 218 " " " "
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18500 16376 88.52%

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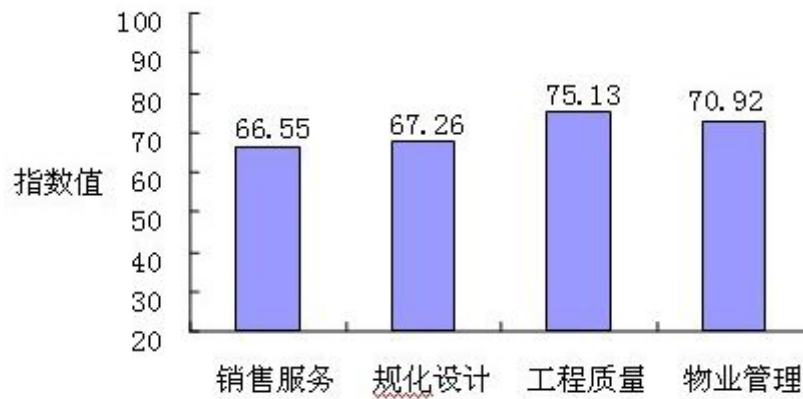


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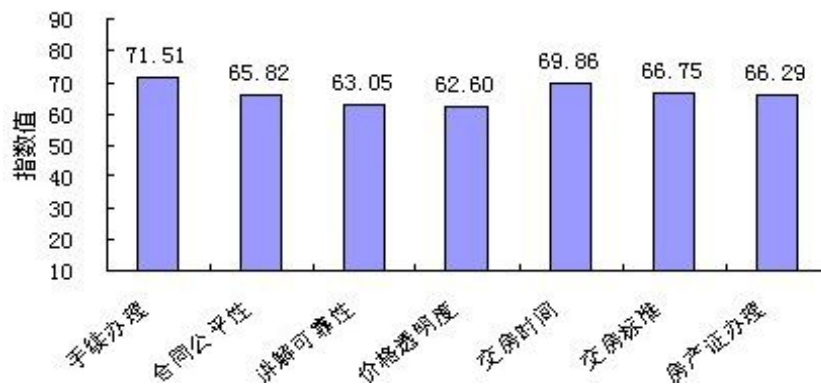


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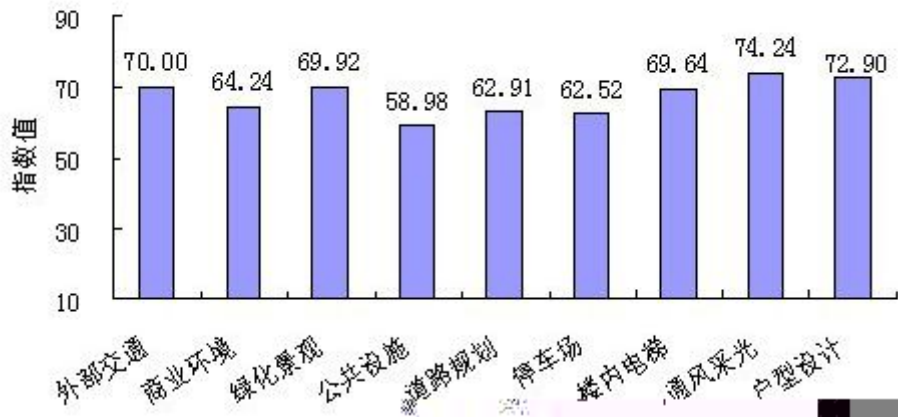
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 " " 80 " "



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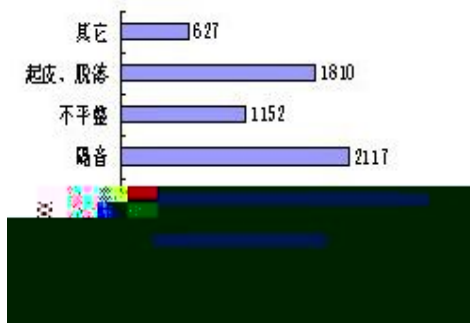
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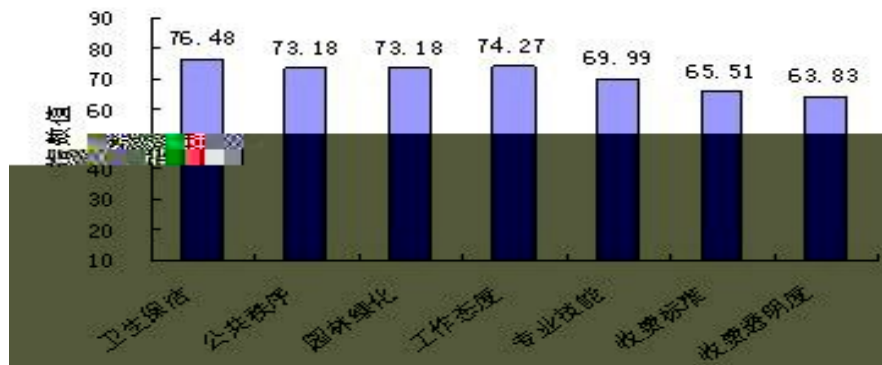
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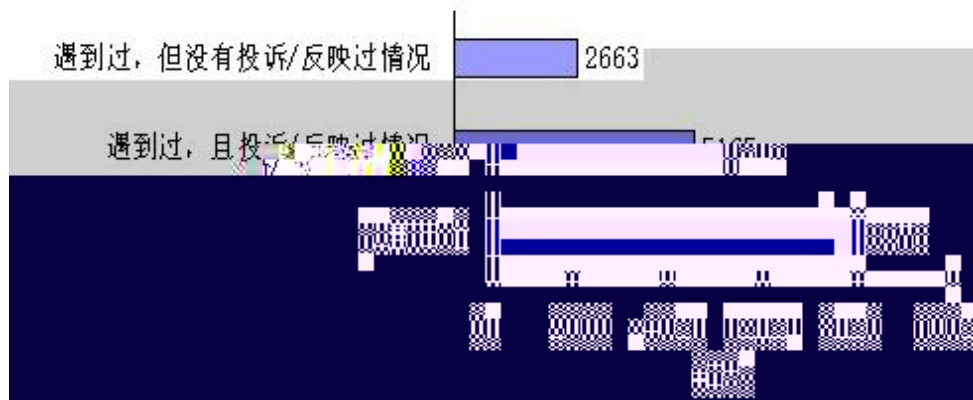
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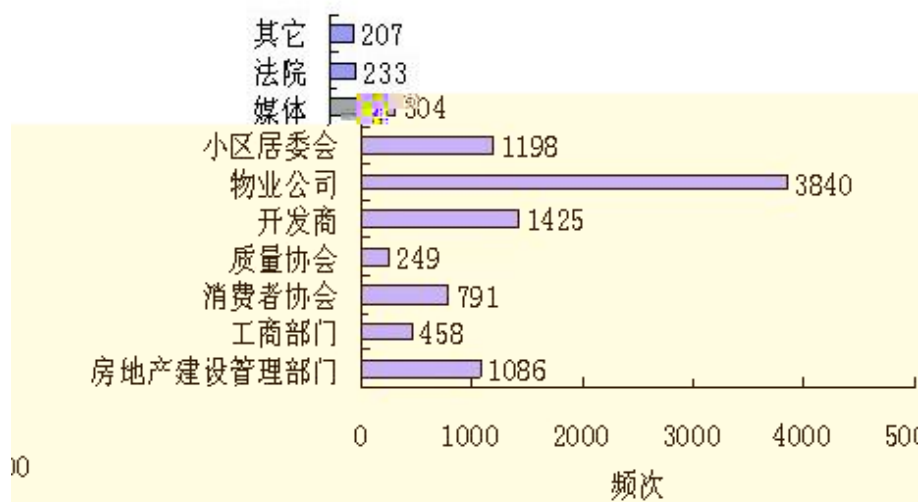
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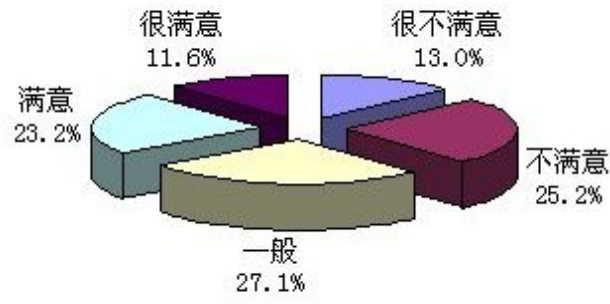


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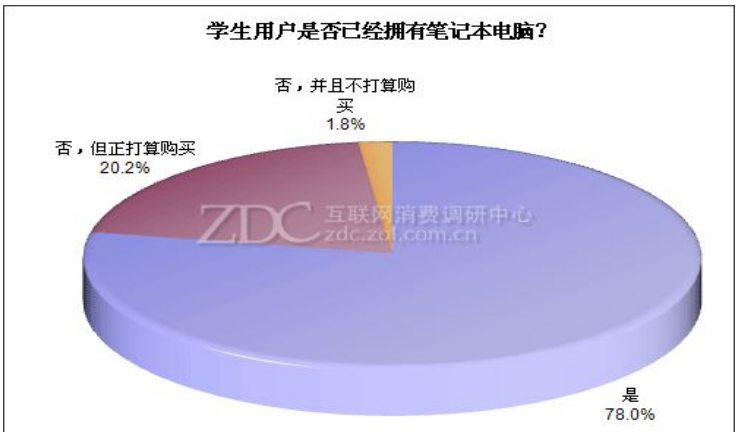
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					16-17 12
					0
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		8			3 5
		7		3	4
		12		2	2
					4
		20		4	4
				2	6
		10		4	5
				2	
		10			5
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		5			
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17.

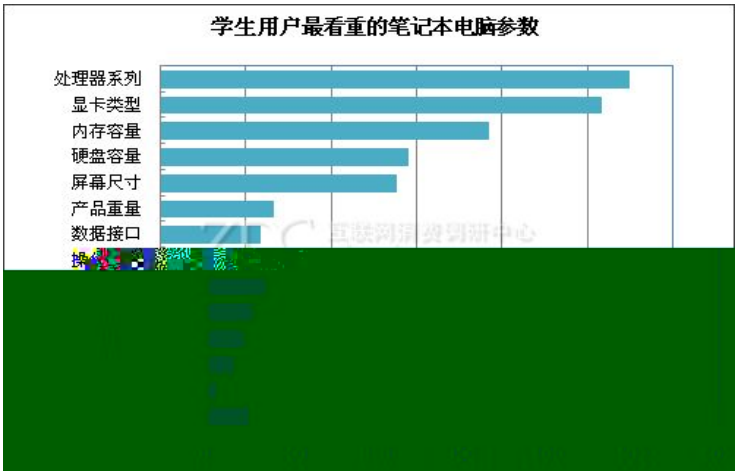
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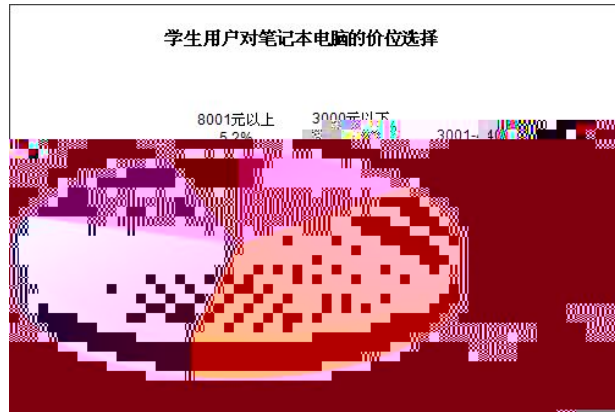
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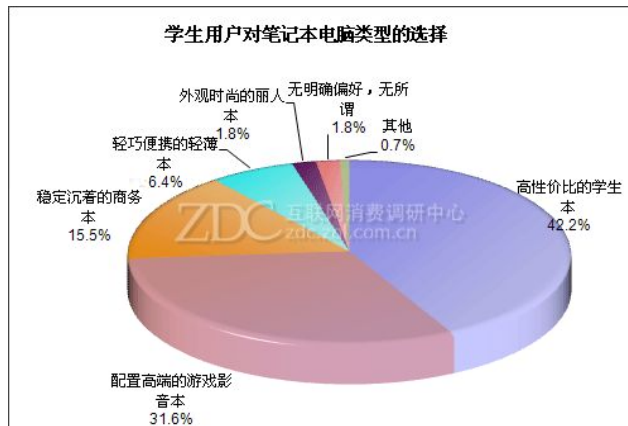
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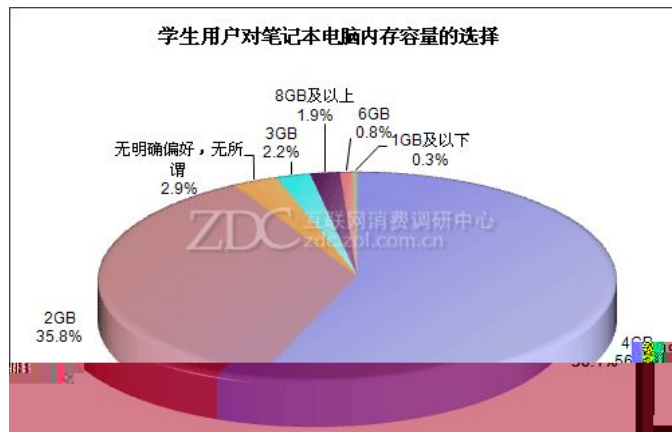
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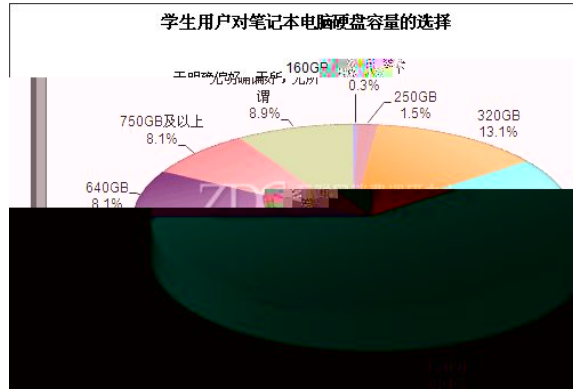
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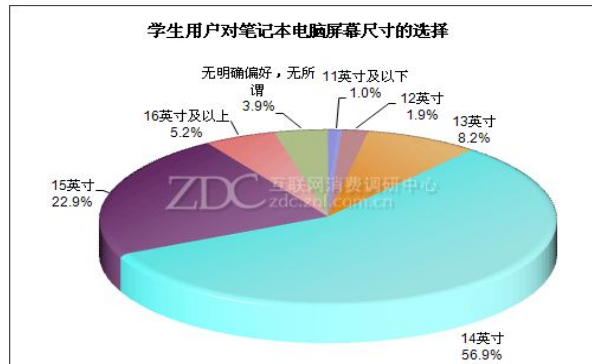
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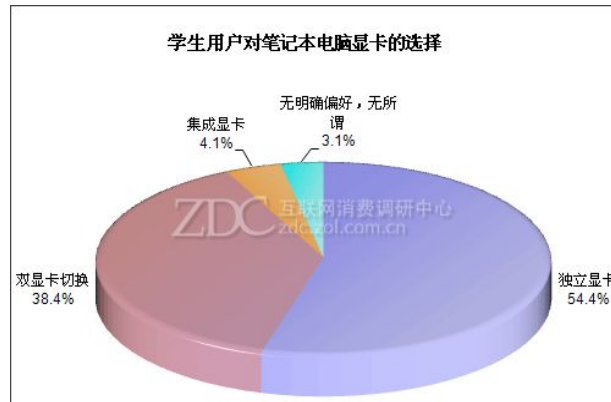
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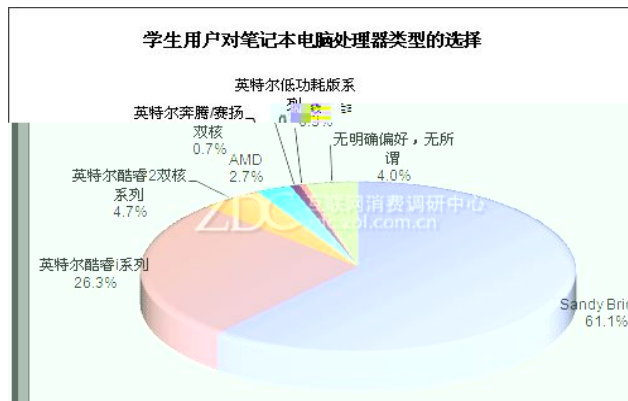
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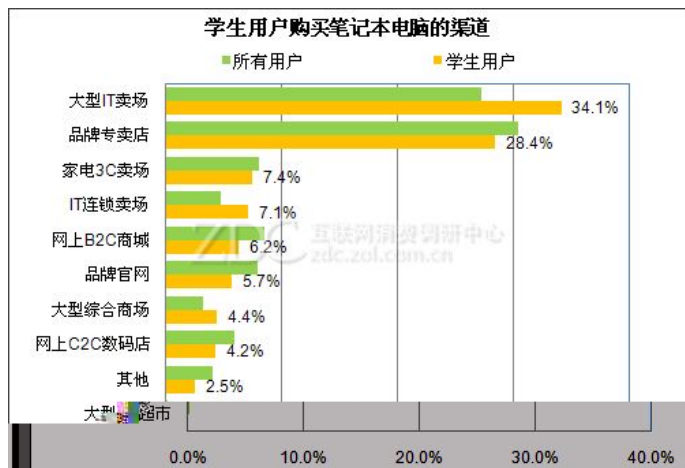
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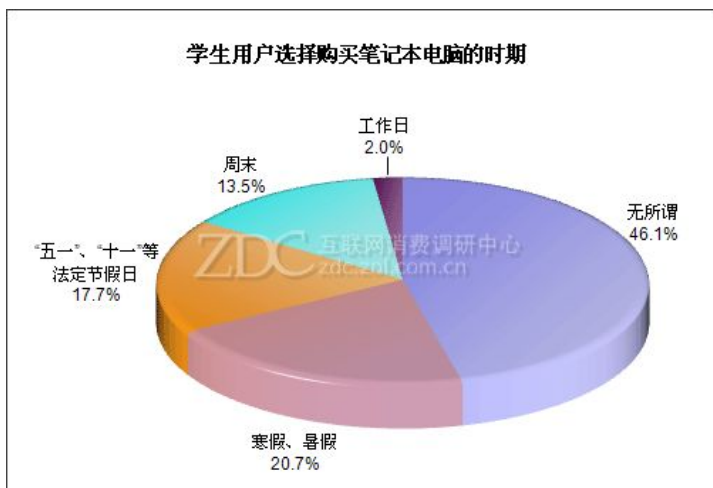
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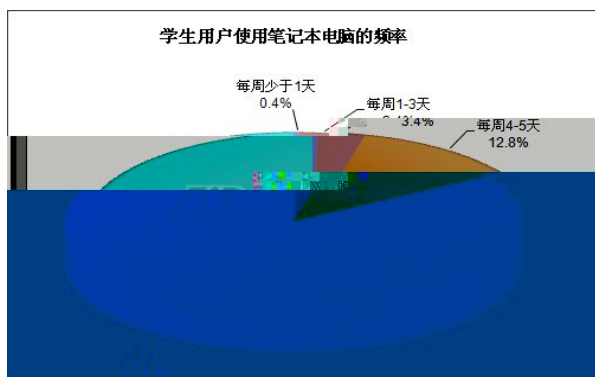
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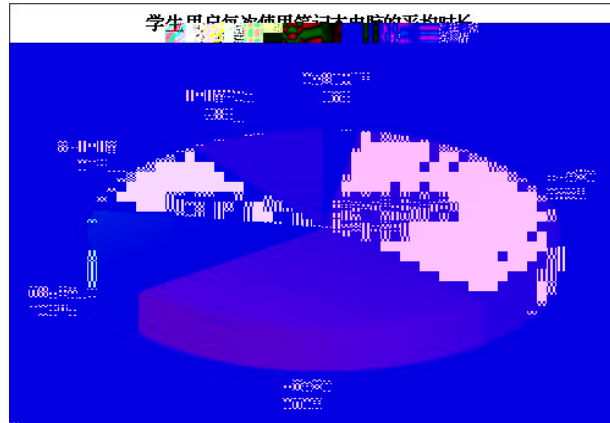
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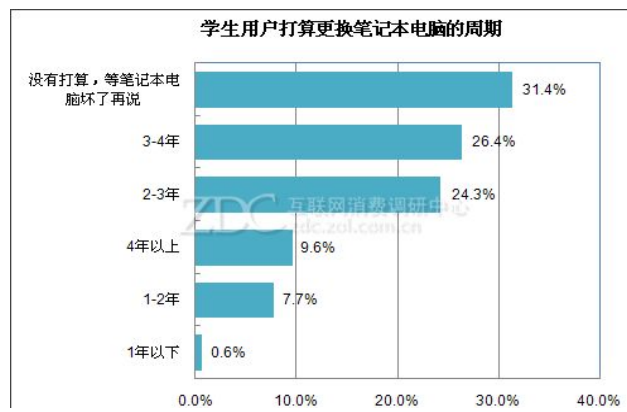
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12



13



14

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2

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1500

2

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	70	30	
	2		

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180

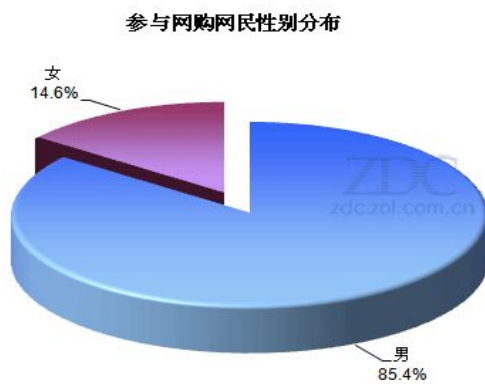
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			5	
			100	

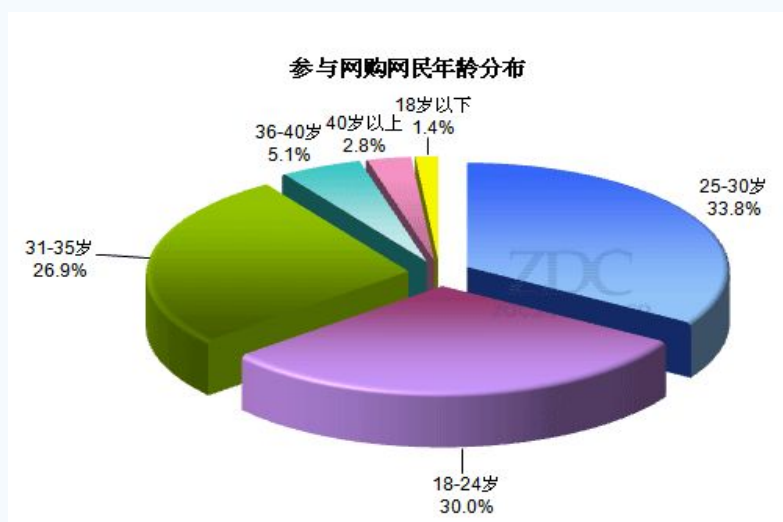
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1-18

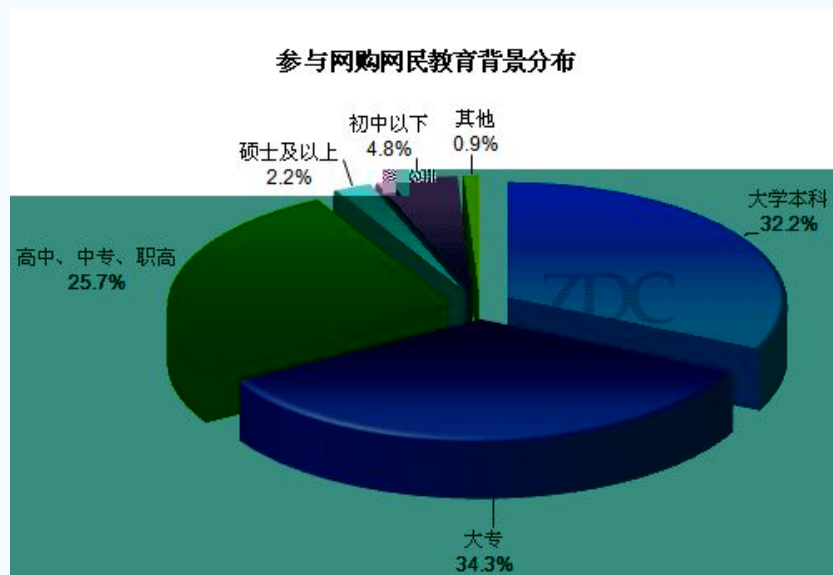
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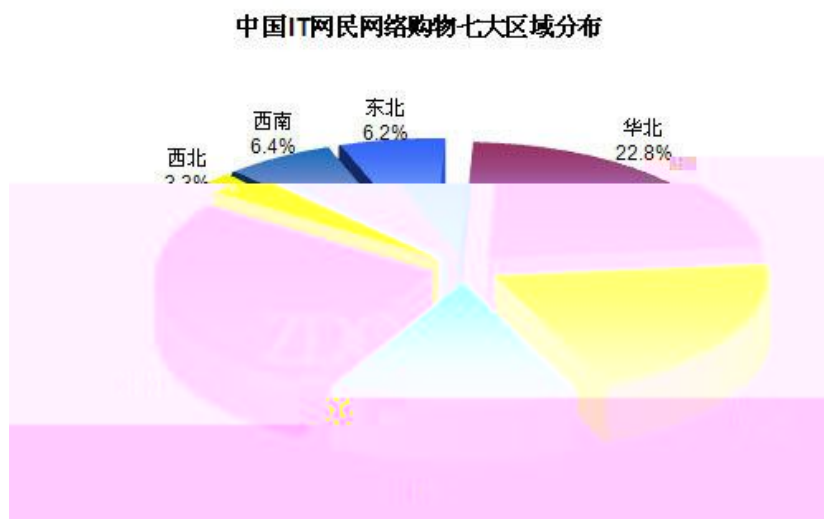
1

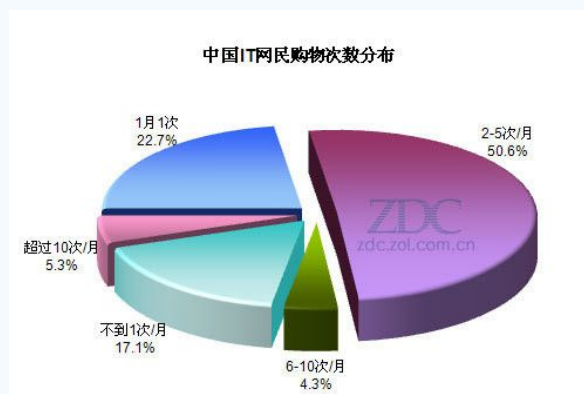
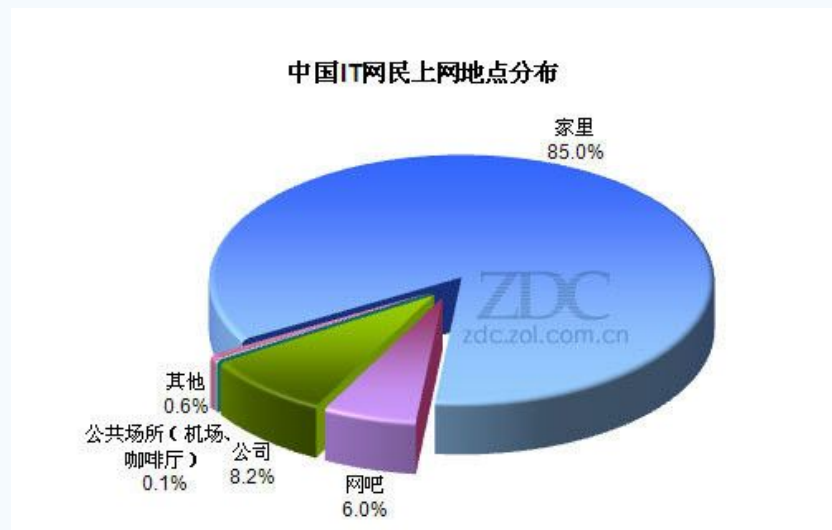
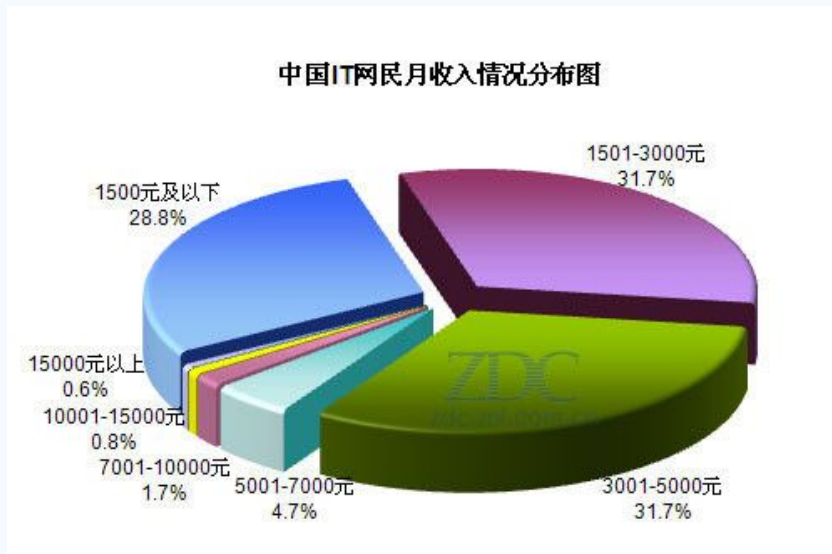


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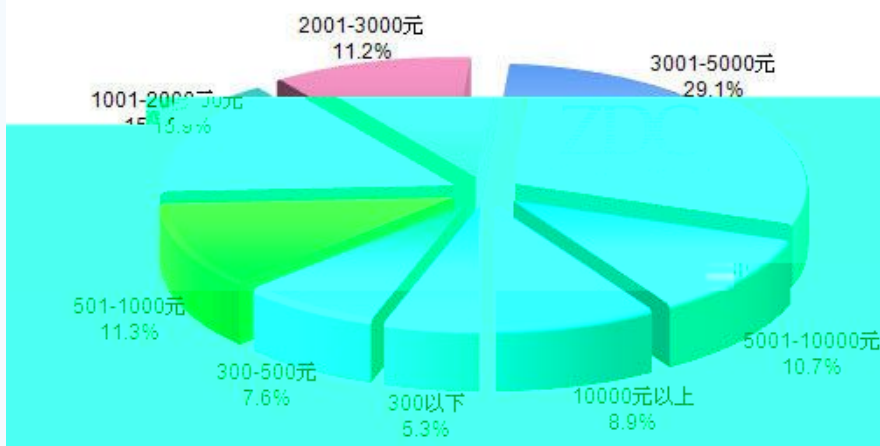


3





中国IT网民网络购物时IT产品购物金额分布图



8 IT IT

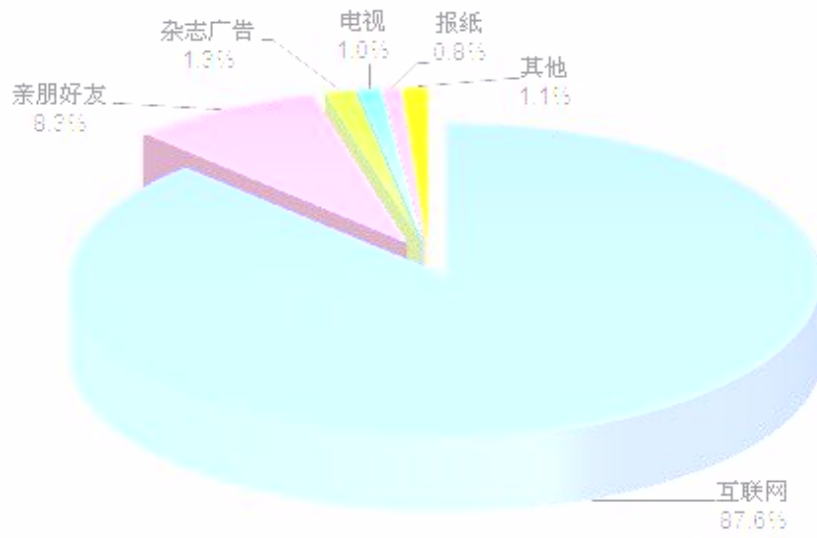
中国IT网民网络购物最喜欢购买的IT产品排行



电脑
电脑桌椅
其他

9 IT IT

中国IT网民对购物网站的五大认知渠道



10 IT

4

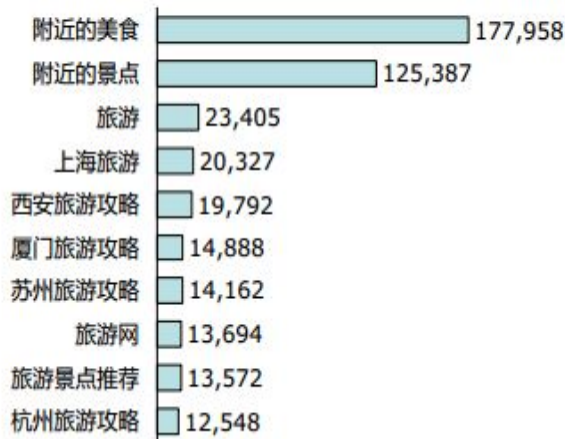
20		20			
			14-15	18-20 12-13	16-17 12
					0
80		8			
		10			
		8			3 5
		7		3	4
		12	2	2	4
					2
		20	4	4	6
				2	4
		10			5
			5	5	3
		5			
		100			
					1500 50 1

19. 1-19 " "

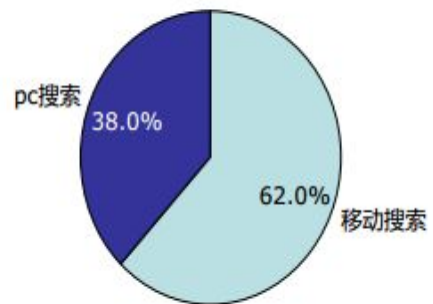
1

" "

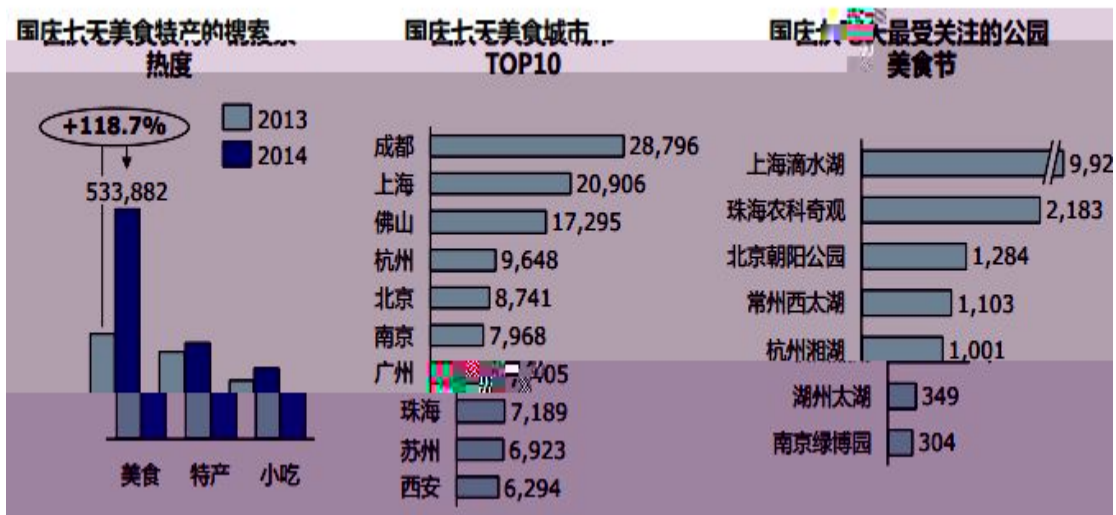
国庆七天旅游行业通用词(TOP10)



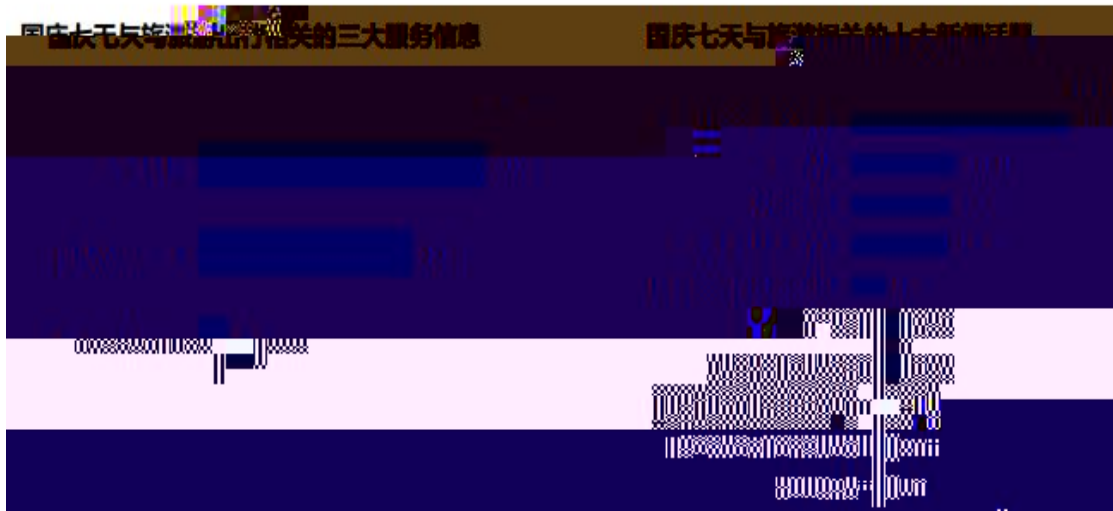
国庆七天不同搜索终端份额对比



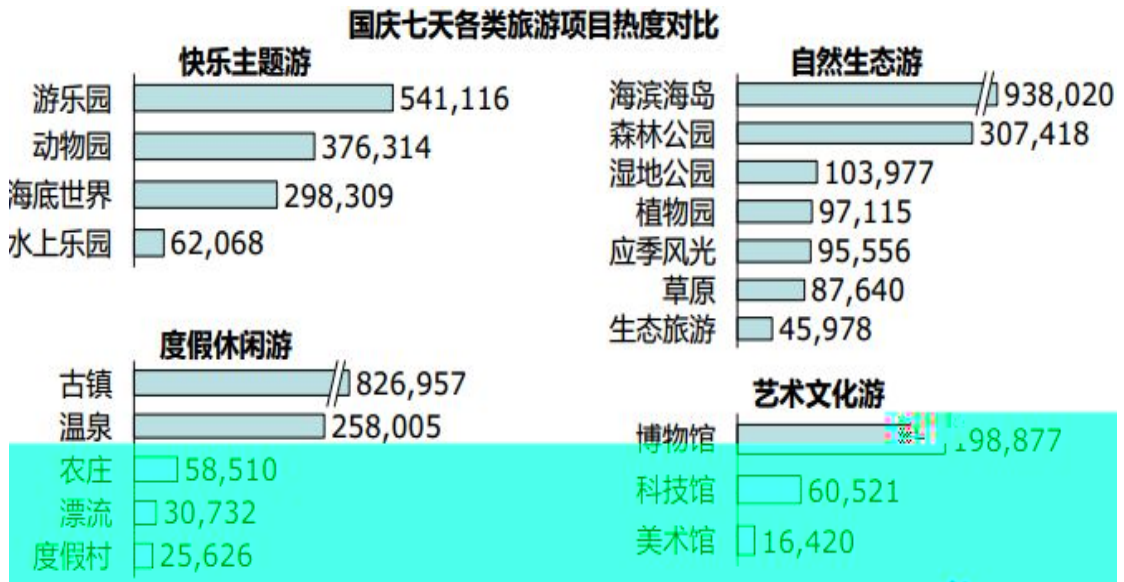
1



2

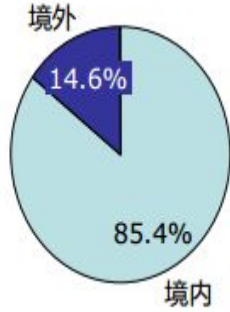


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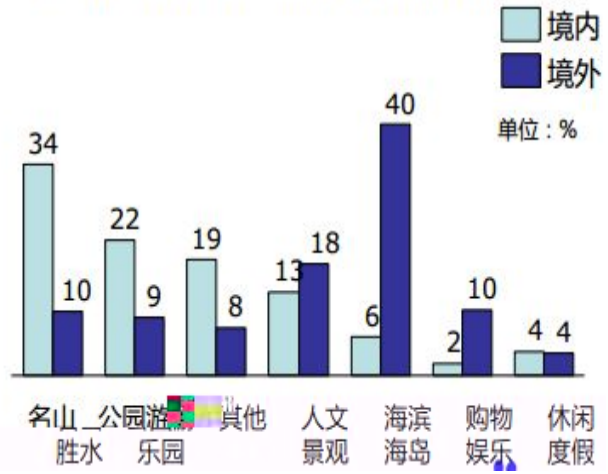


4

国庆七天境内外目的地搜索份额对比

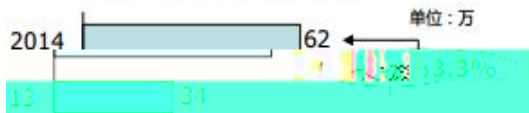


国庆七天网民关注的境内外景点类别



5

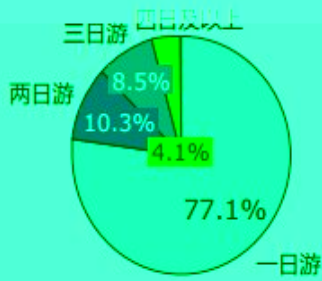
国庆七天周边游热度及同比



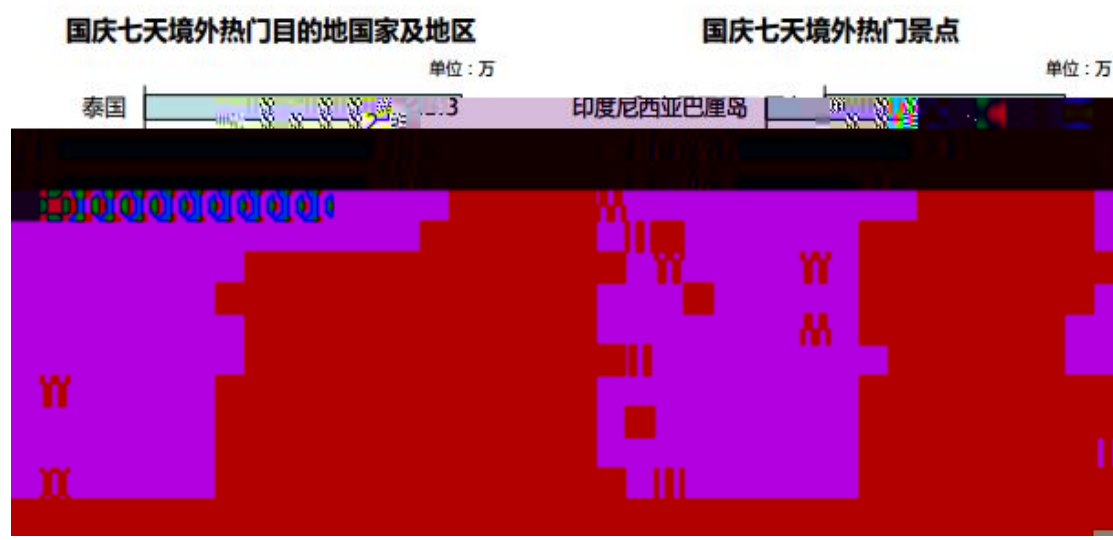
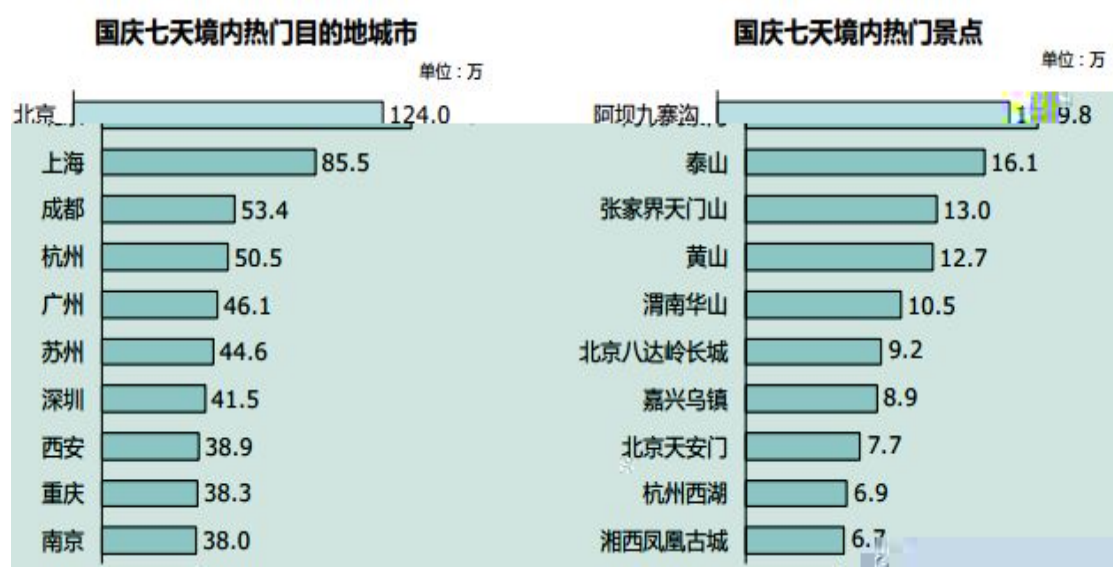
国庆七天周边游城市TOP10



国庆七天不同时间长度旅游占比



6



7

“ ”

1

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3 1500

2

	70	30
	2	

3

180

4

20

20

14-15 18-20 16-17 0
12-13 12

8

10

80

1500

50

1

				5	3	2	
			5				
			100				

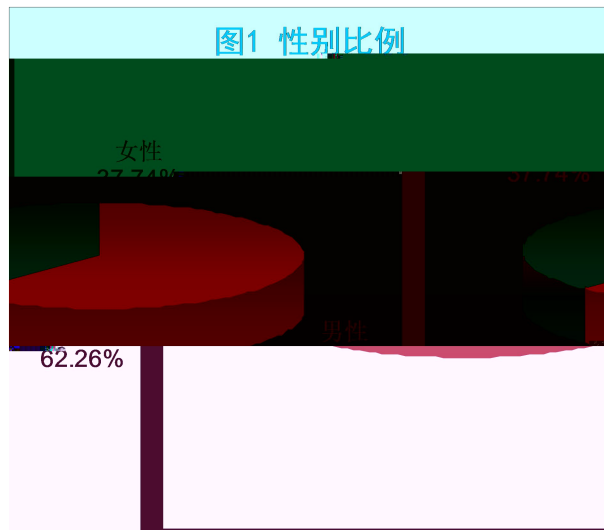
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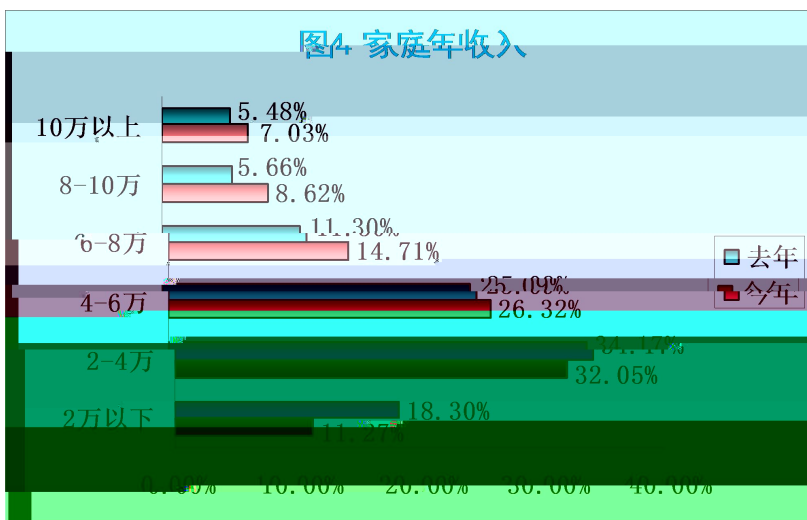
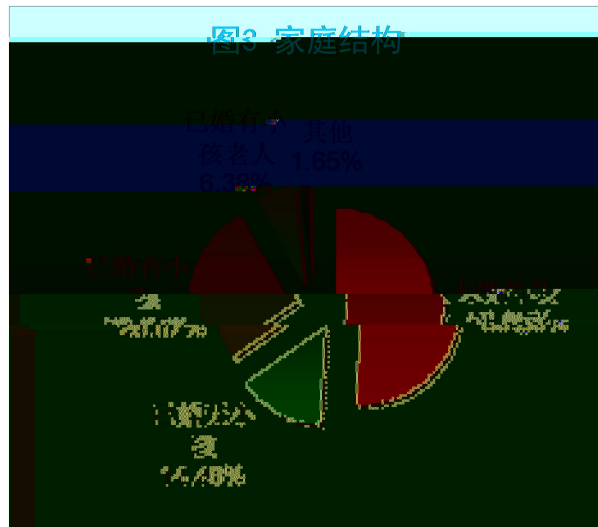
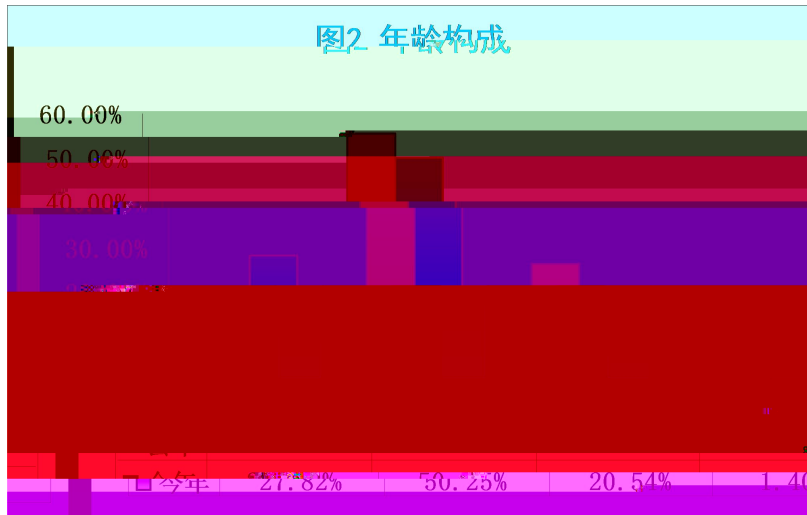
1-20

1

71.36% 6337 10000 7136 88.80%

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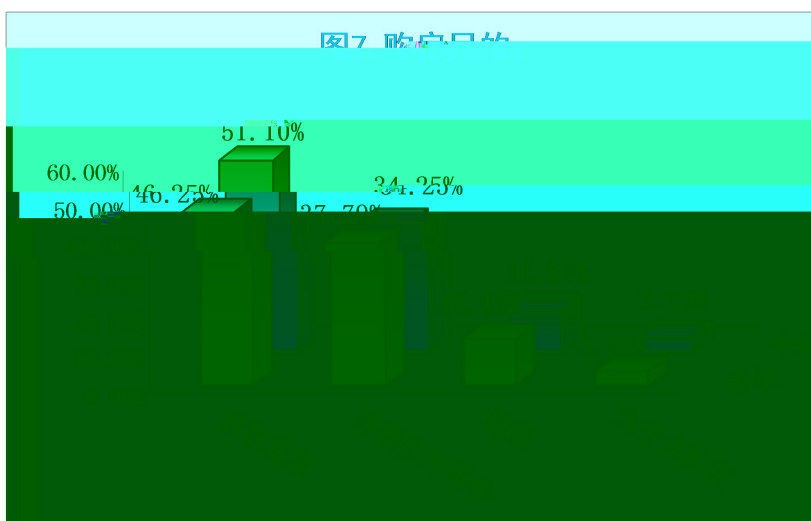
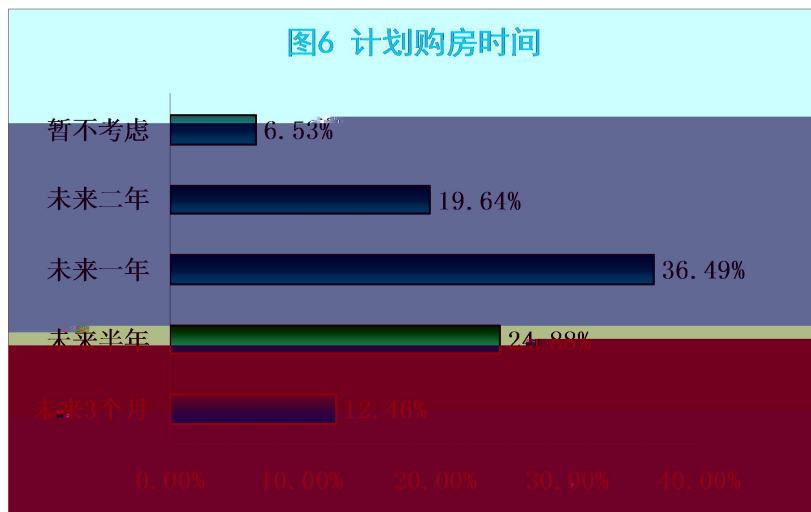
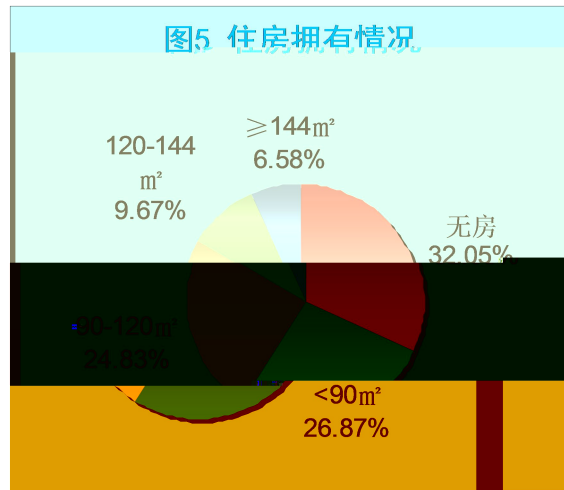


图8 不同年龄层购房目的

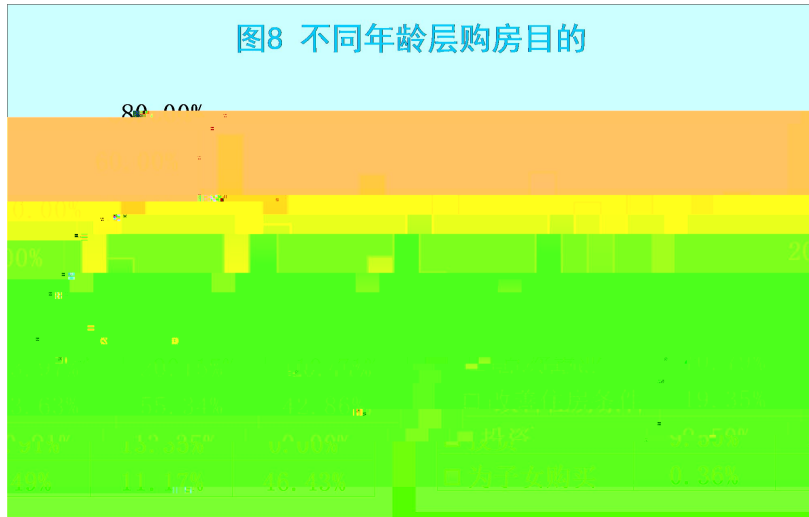


图9 购房类型

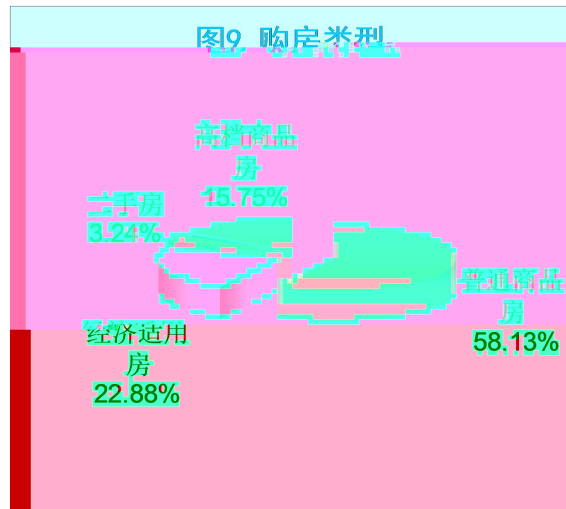
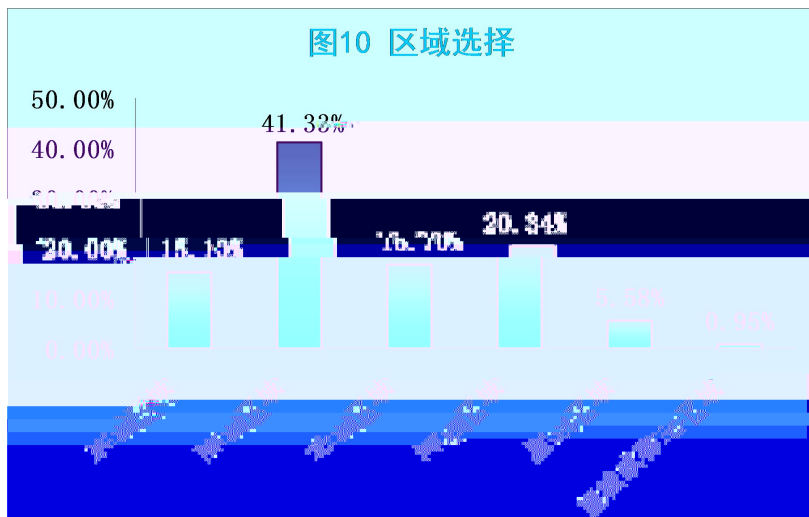


图10 区域选择



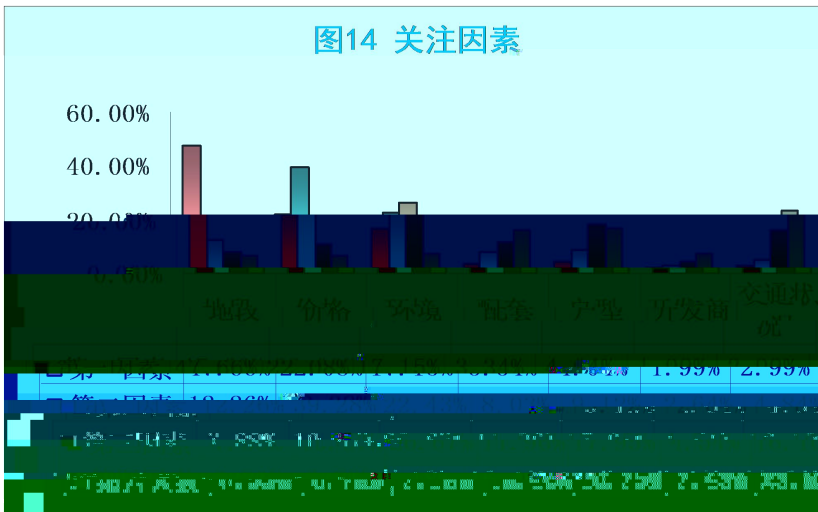
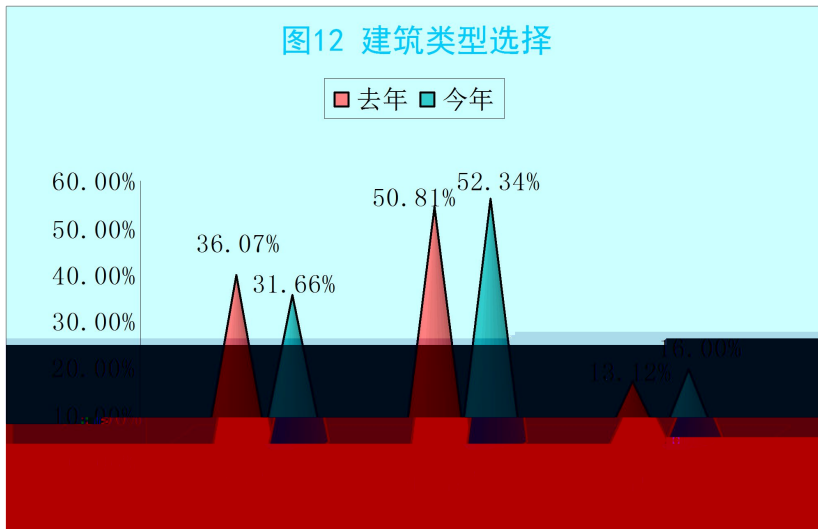
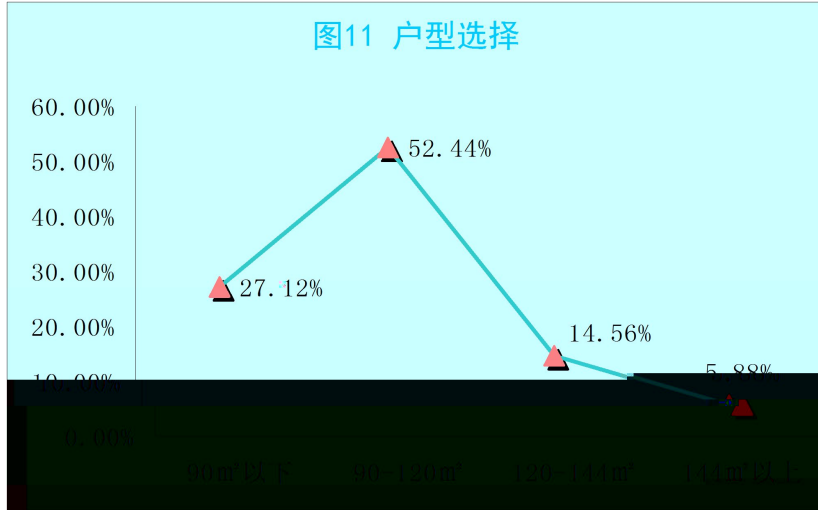
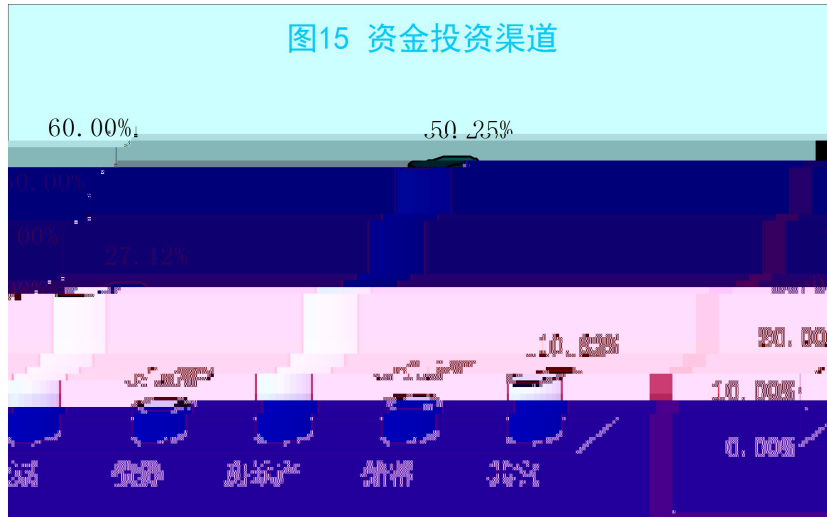


图15 资金投资渠道



1

2

3 1500

2

	70	30
	2	

3

180

4

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		20					
		20	14-15	18-20 12-13	16-17 12	0	
80			8				1500 50 1
			10				
			8			3 5	
			7	3	4		
			12	2	2	4	
				2			
			20	4	4	6	
				2	4		
			10	5			
				5	3	2	
		5					
		100					

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1

1958 7

40 *10

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180

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	70		5	
	5			
			2	
	2 ¹	2	1	

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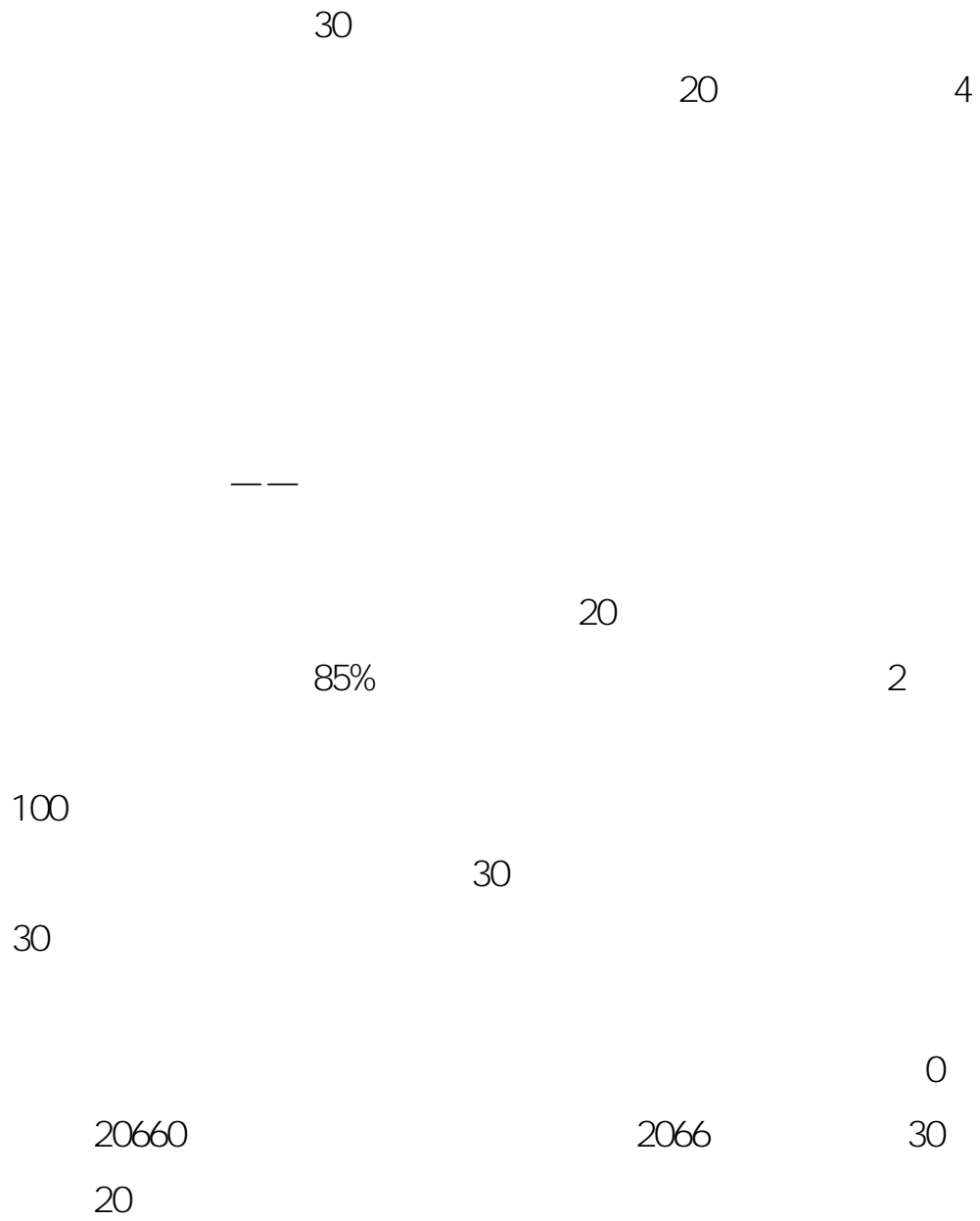
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	10				3
		3	7-8	5-6	3-4
	2				9-10
					0

40		3		500 50 1	
		3			
		3			
		2			
		2			
		5			
		20	5		
			10		2
			3		3
			2		
5	5	2			
	3				
	1				
	1				
40	5	2			
		3	()		
		3			
		2			
	25	5			
		2	,		
		3	()		
		5	,		
		2	,		
		3	()		
10	2				
	3				
	2	,			
	3	5 1-2			
		100			

2

2-2,

1



2

	70	5		
	5			
	2	2	1	2

3

60

55

5

4

20	10	5-6	3-4	9-10
	10	3	7-8	3
40	2			
	3			
	3			
	3			
	2			
	2			
		3	7-8	5-6
			3-4	9-10
				0
				500
				50

		5		1
		20	5	
			10 2	
			3 3	
		5	2	
		3		
40	5	1		
		2		
		1		
		1		
	25	2		
		3	()	
		3		
		2		
		5		
		2	' '	
		3	' ()	
			' ()	
		5	' '	
	' '			
10	2			
	3			
	2	'		
	3	5 1-2		
		100		

3. 2-3,

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N

360 ¥15.5 420 , ¥18.8

2

		70		5	
		5			
				2	
	2	1	2	1	

3

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55

5

4

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20	10		5-6	3-4	9-10	3	7-8	0	
	10		3	7-8	5-6	3-4	9-10		
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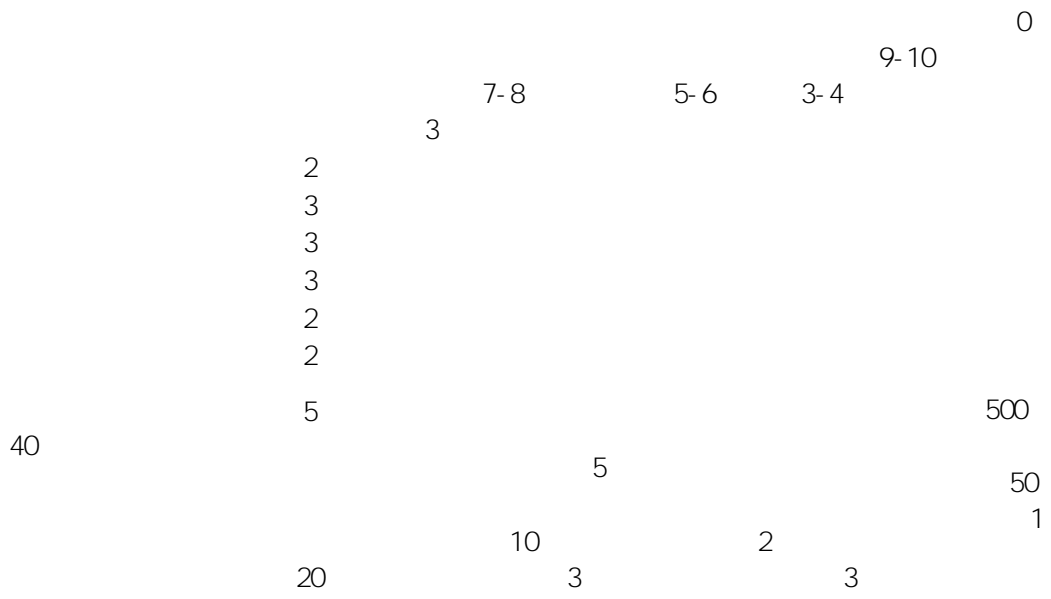
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模块名称	项目名称	试题编号	测试的能力与素质	试题难易程度		
				较难	中等	较易

湖南省高职高专院校学生 市场营销专业技能考核题库统计表

模块名称	项目名称	试题编号	测试的能力与素质	试题难易程度
				较难 中等

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